

POLICY AND CIVIC ENGAGEMENT

REQUEST FOR PROPOSAL 2019



Health Forward
FOUNDATION

MISSION

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

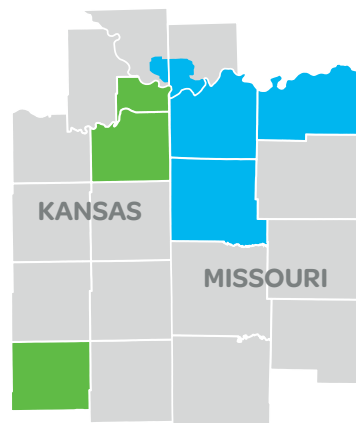
VISION

Healthy people in
Healthy communities

Health Forward Foundation's policy agenda guides the use of financial resources and staff time dedicated to advocacy each year.

Learn more about our policy agenda by visiting healthforward.org/about/what-we-advocate-for

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)

POLICY AND CIVIC ENGAGEMENT

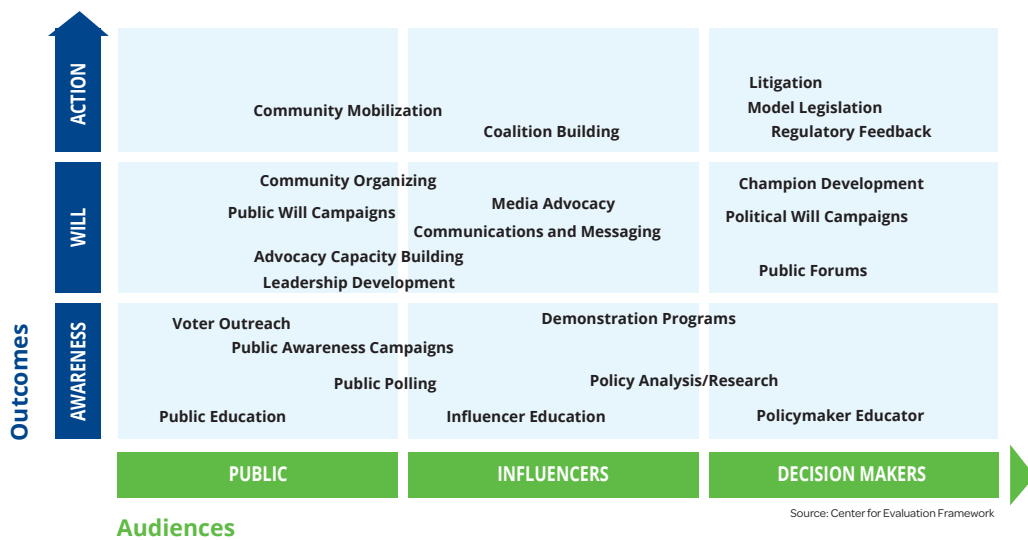
WHAT WE MEAN

ADVOCACY

Efforts to create local, state and regional policy change and systems reform that benefit the uninsured and underserved in our community. Activities could include:

- Community engagement
- Organizing among residents in affected communities
- Development of policy recommendations
- Policy implementation and monitoring
- Budget and policy analysis
- Coalition or network building
- Convening
- Stakeholder engagement
- Collective problem solving among multi-sector collaboratives

The **advocacy strategy framework** below can be used to illustrate any advocacy strategy. It is organized around two main dimensions: the audiences targeted (x-axis) and the changes desired (y-axis) with the audiences.



COMMUNITY/GRASSROOTS ORGANIZING

A process of building power by involving a constituency of people in identifying both the problems they share and the solutions to those problems, identifying the targets that could make those solutions possible, advocating for the adoption of those solutions and developing the capacity to take on further problems.

HEALTH EQUITY

Health equity is the attainment of the highest level of health for all people.



ABOUT THIS OPPORTUNITY

PURPOSE

Lasting solutions to many health challenges can be found through local, state, and regional policy changes, as well as systems reform, that benefit those most in need.

Health advocacy shapes the public debate on policy issues and can bring about lasting change for the most vulnerable. Health Forward believes that nonprofit organizations bring powerful voices and should advocate to advance their missions.

Advocacy requests have traditionally come through Health Forward's foundation defined grant rounds, applicant defined grants, and special initiatives.

The new Policy and Civic Engagement Fund was formed to create a level playing field for advocacy requests to be considered together. This grant fund builds upon our policy agenda and is focused solely on supporting advocacy across our bi-state service area. We have dedicated \$1 million in 2019 toward this effort.

Strong proposals will come from organizations that demonstrate:

Mission Alignment

A strong understanding of the issues they are working to address and clear alignment with Health Forward's mission.

Commitment to Health Equity

Core commitment to advancing health equity through their programs, operations, and governance.

Organizational Health

Financial, operational, governance, leadership.

Strategies and Tactics

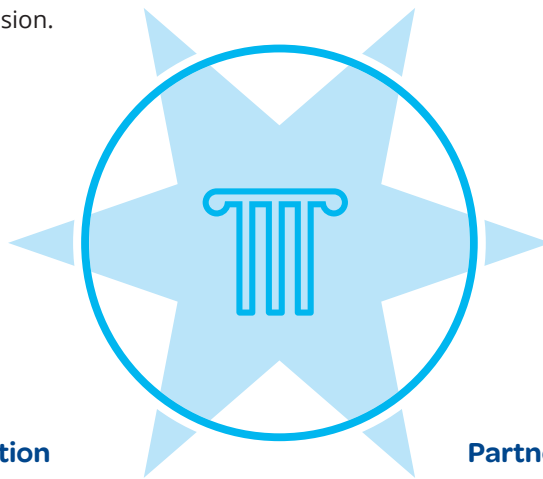
Thoughtful strategies and tactics to advance their goals.

Goals and Evaluation

Prior successes in achieving goals and commitment to learning from both success and failure.

Partnership and Collaboration

A track record of having an intentional approach to partnership and collaboration.



PRIORITY FUNDING AREAS

Health Forward has selected these priority funding areas for this request for proposal.

Advancing policies that expand health coverage and improve access to care.

Access to health services is one of the most powerful predictors of health outcomes.

Health Forward has consistently prioritized access to care in both our grantmaking and advocacy. Our interest is in advancing coverage options for the low income and uninsured, and ensuring that care is high quality and responsive to consumer needs. People without adequate health coverage are more likely to delay needed treatment, have unmanaged chronic diseases, receive poor quality care, and bear higher financial burdens.

Health Forward seeks to support organizations with a proven track record of effective policy advocacy in support of maintained and expanded access to health coverage for those who are uninsured. Proposals should relate to systems-level change that leads to better health care access at the local, regional, and/or state level.

Up to \$75,000/year for up to 2 years.

Increasing grassroots power and influence in the health policy arena.

People most affected by problems are in the best position to determine the solutions.

Amplifying the voices of those directly affected by health disparities is a critical component of creating health systems that address the realities of impacted individuals. Community organizing has a unique role to play in health reform, not just in winning policy changes, but in building the power, voice, and leadership of people to change systems and policies that ultimately impact the health of our communities.

Multiple socio-economic, cultural, and environmental conditions create barriers and prevent individuals from achieving their highest level of health. Community-based organizing efforts play a critical role in advancing health equity through collecting and sharing personal stories, identifying community leaders, building coalitions, and mobilizing community members. This is an opportunity for organizations to deepen and/or expand organizing and grassroots advocacy efforts centered on community-driven solutions to health barriers.

Up to \$75,000/year for up to 2 years.

Increasing political will for policies that improve health by investing in safe, affordable, and healthy housing.

Where we live is at the core of our daily lives.

Factors related to housing have the potential to help – or harm – health in major ways. Discriminatory housing policies, economic conditions and other factors have created inequitable systems that negatively impact health across our region. We are partnering with organizations to create increased political will for policies that improve health by investing in safe, affordable and healthy housing. These grants are intended to highlight housing as an important contributor to health and increase awareness about the housing challenges in our communities that prevent individuals from having the opportunity to live their healthiest lives.

Up to \$50,000/year for up to 2 years.

ABOUT HEALTH FORWARD



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.



APPLICANT DEFINED GRANTS

Based upon applicants' determination of need, these grants should be consistent with Health Forward's mission, target population, and service area. Requests are accepted for capacity building, core operating support, program support, and innovation.



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.

NONDISCRIMINATION POLICY

In awarding grants, Health Forward does not discriminate on the basis of race, color, religion, national origin, age, disability, sexual orientation, gender identity, or veteran status.

As part of the grant proposal, grantees will be required to affirm that, in providing services funded in whole or in part by Health Forward, they will not discriminate in employment practice or in policies and procedures concerning access to services. Those interested in applying should consider their responses to the following:

Provides all services to clients regardless of...

Hires and promotes staff regardless of...

Does not restrict membership to the board of directors based on...

...gender, race, color, religion, national origin, age, disability, sexual orientation, gender identity, or veteran status.

NOTE

Health Forward is continuing 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.

You will find up-to-date application information at healthforward.org/application-process.

Grants will be awarded for one year. Organizations selected for funding will have the opportunity to reapply through a streamlined application process for a second year of funding. Health Forward will not hold an open policy and civic engagement request for proposal process in 2020.

We are using a two-step application process in the hopes of making the best use of time for potential applicants, Health Forward, and our external reviewers.

Step One: Letter of Intent (Deadline: September 18, 2019)

Organizations should complete an online letter of intent by noon on September 18, 2019.

Letter of Intent Questions

1. Which of the three priorities are you addressing and how?
2. Why is your organization uniquely situated to address this priority?
3. What major results do you hope to achieve through this work?
4. Who are the key constituencies you engage and serve? Be as specific as possible in terms of demographics, geography, life experiences, etc.

Step Two: Full Proposal (Deadline: October 30, 2019)

Health Forward will invite selected applicants to submit full proposals. All organizations that submitted a letter of intent will receive a notification about the status of their proposal by September 30, 2019. Organizations invited to submit a full online proposal should do so by noon on October 30, 2019.

If you have additional questions, Health Forward encourages you to contact Policy Associate Tania Hewett-Mader at thewett@healthforward.org or (816) 241-7006, ext. 103.

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

POLICY AND CIVIC ENGAGEMENT SELECTION PROCESS

A panel of Health Forward associates will review letters of intent and invite applicants to submit full proposals.

Individuals external to the foundation who have expertise with issues related to the priorities in this request for proposal will be paired with Health Forward program officers to evaluate full proposals. Reviewers may advise further negotiation, modification, or technical assistance. Final funding decisions will take into consideration Health Forward's strategic vision, input from the Health Forward Board of Directors, and geographical considerations. These recommendations will be approved or declined by a vote of the Health Forward Board of Directors.

Health Forward reserves the right to reject proposals submitted and to request additional information from applicants at any time before, during, or after the award process. Grant awards and amounts are made at the sole discretion of Health Forward 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



Awards Announced

DEADLINES

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

REQUEST FOR PROPOSAL WEBINAR

Late August 2019

IN-PERSON CONVENINGS

Health Care Access Priority - September 6, 2019
Grassroots Organizing Priority - September 6, 2019
Housing Policy Priority - September 9, 2019

LETTERS OF INTENT DUE

September 18, 2019 by Noon

INVITATION FOR FULL PROPOSALS

September 30, 2019

FULL PROPOSALS DUE

October 30, 2019 by Noon

BOARD APPROVAL

December 11, 2019

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 Policy and Civic Engagement request for proposal, contact:

Tania Hewett-Mader

thewett@healthforward.org
(816) 241-7006, ext. 103

Visit healthforward.org for more information on:

- Application process
- Frequently asked questions
- Technical assistance available to organizations
- Currently funded grants
- Pre-proposal conference presentations

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.



  healthforward.org