HEALTHY COMMUNITIES
REQUEST FOR PROPOSAL 2020
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.

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)

WHAT WE FUND

HEALTHY COMMUNITIES GRANTS
Health Forward has dedicated nearly $40 million toward creating healthy communities throughout our region. Our Healthy Communities funding promotes safe places to be physically active, access to affordable and nutritious food, 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.
HEALTHY COMMUNITIES GOAL

Promote safe places to be physically active, access to affordable and nutritious food, and tobacco use prevention so that healthy habits become the norm.

Up to $3.6 million is available through the 2020 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.

OUR STRATEGIES

The engagement strategy and mobilization strategy are both required and must be combined to create policy and environmental changes.

1. EQUITABLE ENGAGEMENT STRATEGY

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.

Example: Organize task forces, neighborhood round tables, and survey residents to generate conversations with community members.

2. MOBILIZATION FOR ACTION STRATEGY

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

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

Community mobilization is more than planning. Take your plan, put it into action, and bring change to your community.

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.

Health Forward previously had three strategies that included collaboration. Collaboration is strongly encouraged, however it is no longer required as a strategy.
WHAT WE MEAN

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

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

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 city passes a zoning ordinance for urban agriculture.

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.
HEALTHY COMMUNITIES

THEORY OF CHANGE

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.

Health Forward previously had three strategies that included collaboration. Collaboration is strongly encouraged, however it is no longer required as a strategy.
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 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, tobacco-free, and safe living.

For 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.

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.
Organizations interested in applying for a 2020 foundation defined grant will be expected to submit a grant proposal through Health Forward’s online grantee portal. 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. To 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 22, 2020)**

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: February 19, 2020)**

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](http://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

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<th>Internal Review Process</th>
<th>External Reviews</th>
<th>Due Diligence*</th>
<th>Board Approval</th>
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Awards Announced

*As recommended by external reviewers
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:

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