


Cohort 2
Request for Proposals
Informational
Webinar

Tuesday, May 13, 2025

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All questions about the RFP must be submitted via email by 5/20/25 to imagineonviolence@hfwcny.org for inclusion in the FAQs.

The FAQ document will be posted on www.hfwcny.org/imagineonviolence by 5/23/25.

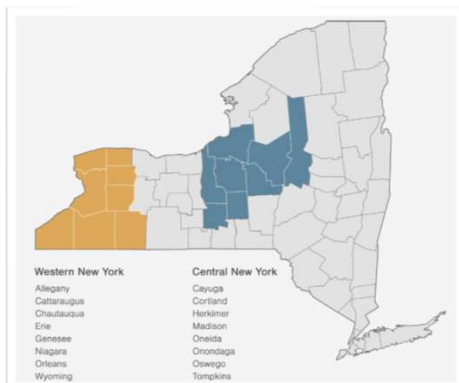
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Today's Agenda

- Introduction to the Health Foundation
- Imagine Nonviolence Overview
- Close the Gap Program & Eligibility
- Expand the Reach Program & Eligibility
- Application Process
- Grantee Requirements & Important Dates
- Closing and Next Steps



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Our mission is to improve the health and health care of the people and communities of western and central New York.

Our vision is a healthy central and western New York where racial and socioeconomic equity are prioritized so all people can reach their full potential and achieve equitable health outcomes.

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Initiative Overview

Imagine Nonviolence is an initiative to support community-based organizations working toward safer, healthier communities through projects to raise awareness of firearm safety, reduce the risk of firearm injury, prevent gun violence, and provide resources.

Firearm injury happens in many forms: self-harm, intimate partner violence, unintentional injury, and community violence, among many others.

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Two Options for Applicants

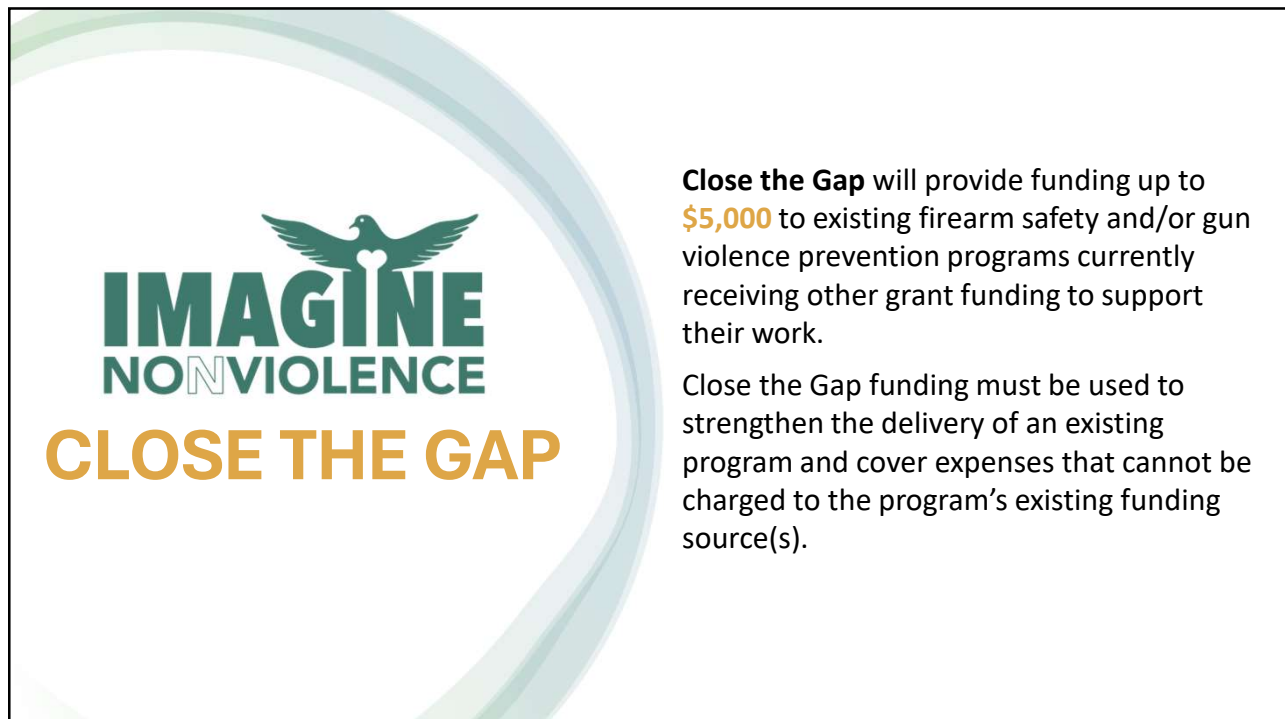
The Health Foundation for Western & Central New York invites proposals for **Imagine Nonviolence**. Applicants should choose from the following **two opportunities** and funding levels.

CLOSE THE GAP *(up to \$5,000)*
EXPAND THE REACH *(up to \$15,000)*

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A graphic for the 'IMAGINE NONVIOLENCE CLOSE THE GAP' campaign, similar to the one on slide 7 but with additional text. The logo and title are on the left. On the right, there is a text box with a white background and a thin black border. The text inside the box explains the funding details. The background of the slide features a large, curved green and blue line on the left side.

**IMAGINE
NONVIOLENCE
CLOSE THE GAP**

Close the Gap will provide funding up to **\$5,000** to existing firearm safety and/or gun violence prevention programs currently receiving other grant funding to support their work.

Close the Gap funding must be used to strengthen the delivery of an existing program and cover expenses that cannot be charged to the program's existing funding source(s).

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Supplemental funding provided is intended to be utilized within 12 months to support programs that receive grants from other funding sources to support their gun violence prevention work.

To apply for Close the Gap, applicants must:

- operate within one or more of the 16 counties the Health Foundation serves,
- be a non-profit with 501(c)3 status or affiliated with one who can receive and manage grant funds on their behalf, and
- currently be managing a grant-funded program that addresses gun violence and risk of injury from a firearm.

While all eligible organizations are invited to apply, preference will be given to organizations not previously funded through Imagine Nonviolence: Close the Gap.

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The following questions are included in the online application:

1. Describe the organization leading the program, including the mission, a brief description of services offered, and the population(s) served.
2. Describe the program for which you are seeking supplemental funding.
3. Identify the program cost not covered by existing grant funding and how Imagine Nonviolence funds will be used.
4. Explain how this supplemental funding will help improve the overall effectiveness of your program.

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EXPAND THE REACH

Expand the Reach will provide up to **\$15,000** to support projects working to reduce gun violence, prevent firearm-related injuries, and increase safety for pregnant and birthing people, young children, and/or older adults and their caregivers.

Expand the Reach programs will:

- expand existing firearm violence prevention work to include a focus on pregnant and birthing people, children under age five, and/or older adults and their caregivers, or
- expand existing work focused on pregnant and birthing people, children under age five, and/or older adults and their caregivers to include a focus on firearm injury prevention.

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**IMAGINE
NONVIOLENCE**


**EXPAND THE
REACH**

Some examples of projects the Foundation is interested in supporting include those that will:

- train clinicians, doulas, community health workers, and other service providers to screen for firearm safety and provide resources to increase safety for their clients/patients,
- educate community members about the dangers of unsecured firearms in the home and provide resources to increase safety,
- address firearm injury prevention for older adults with cognitive and/or physical impairments and their caregivers, and/or
- address the safe transfer of firearms due to physical and/or cognitive decline or after death.

A list of helpful resources and promising programs is included at the end of the RFP document.

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**IMAGINE
NONVIOLENCE**

**EXPAND THE
REACH**


Expand the Reach is intended to provide twelve months of funding to support small-scale stand-alone or pilot initiatives.

To apply for Expand the Reach, applicants must:

- operate within one or more of the 16 counties the Health Foundation serves,
- be a non-profit with 501(c)3 status or affiliated with one that can receive and manage grant funds on their behalf, and
- currently or plan to work with pregnant and birthing people, young children, and/or older adults and their caregivers, or partner with organizations that work with these populations.

Funds may not be used to support mergers and acquisitions, building or capital projects, drug development, or direct grants to individuals.

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EXPAND THE REACH

Expand the Reach applicants must **complete the *online application* and upload a *project budget***. (A budget template is provided in Fluxx.)

A summary of the questions are included in the online application:

1. Describe the organization leading the project, including the mission, a brief description of services offered, and population(s) served.
2. Describe the project for which you are requesting funding. Include an outline of the proposed activities and a brief timeline.
3. What are the needs/gaps you are trying to address with the proposed project or enhancement?
4. Describe the expected impact of your project. Please include project goals and expected benefits for participants.
5. If you do not currently serve pregnant and birthing people, young children, and older adults and their caregivers, how do you plan to reach those groups?
6. If you do not have experience or expertise in firearm safety and/or gun violence prevention, how do you plan to gain the required knowledge?
7. Please list any additional partner(s) you plan to engage for this grant. Describe how the partner(s) will enhance and support the work. If you do not know specific names of partner(s), please describe the types of partners you plan to engage.
8. How will you engage and reach community members, and how will you encourage input and feedback from them?

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Please refer to the full RFP for all the details on eligibility and application requirements.

The full RFP is available at www.hfwcnny.org/imaginenonviolence

Submit all questions about the RFP to imaginenonviolence@hfwcnny.org


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APPLICATION PROCESS

Create a Fluxx Account

(or login if you already have an account)

<https://hfwcnny.fluxx.io>



Health Foundation
for Western & Central New York
Investing in Better Health for People and Communities

Health Foundation for Western and Central New York

Login (all fields required)

[Forgot Password?](#)

New to the Grants Portal?

Create Your Organizational Profile

In order to be considered for funding, the first step is for you to introduce yourself and tell us about your organization. Please click on the "Create an account Now" button below to start. You will not be able to edit your profile after submission, so please ensure you have entered accurate information (including email address) when completing the registration form.

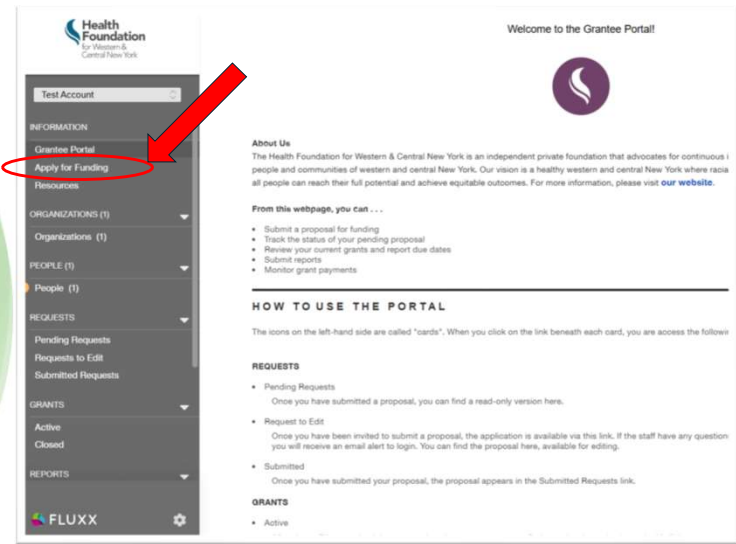
You will then receive an email notification from the Foundation with login information, which will give you access to the portal and our application forms. Should your funding application be successful, this portal will give you access to our reporting templates.

FLUXX
[Privacy Policy](#) [Accessibility](#)

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APPLICATION PROCESS

Apply for Funding



Health Foundation
for Western & Central New York

Welcome to the Grantee Portal!

Test Account

INFORMATION

Grantee Portal

Apply for Funding

Resources

ORGANIZATIONS (1)

Organizations (1)

PEOPLE (1)

People (1)

REQUESTS

Pending Requests

Requests to Edit

Submitted Requests

GRANTS

Active

Closed

REPORTS

FLUXX

About Us

The Health Foundation for Western & Central New York is an independent private foundation that advocates for continuous people and communities of western and central New York. Our vision is a healthy western and central New York where racial all people can reach their full potential and achieve equitable outcomes. For more information, please visit [our website](#).

From this webpage, you can...

- Submit a proposal for funding
- Track the status of your pending proposal
- Review your current grants and report due dates
- Submit reports
- Monitor grant payments

HOW TO USE THE PORTAL

The icons on the left-hand side are called "cards". When you click on the link beneath each card, you access the following:

REQUESTS

- Pending Requests
Once you have submitted a proposal, you can find a read-only version here.
- Request to Edit
Once you have been invited to submit a proposal, the application is available via this link, if the staff have any question you will receive an email alert to login. You can find the proposal here, available for editing.
- Submitted
Once you have submitted your proposal, the proposal appears in the Submitted Requests link.

GRANTS

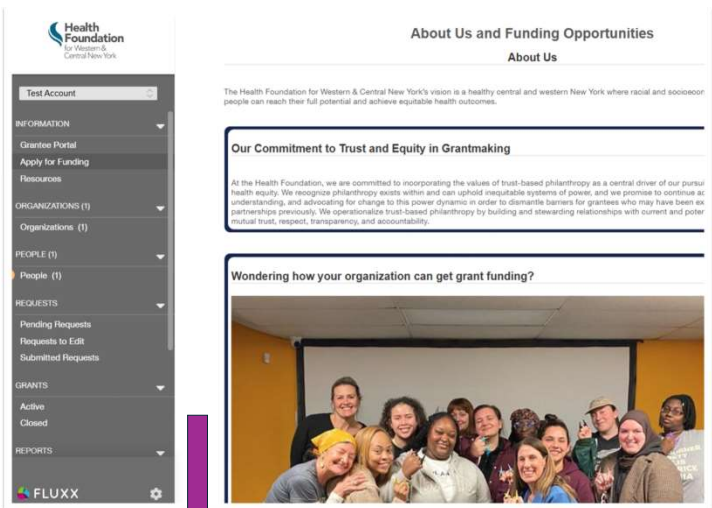
- Active

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APPLICATION PROCESS

Find the Funding Opportunity

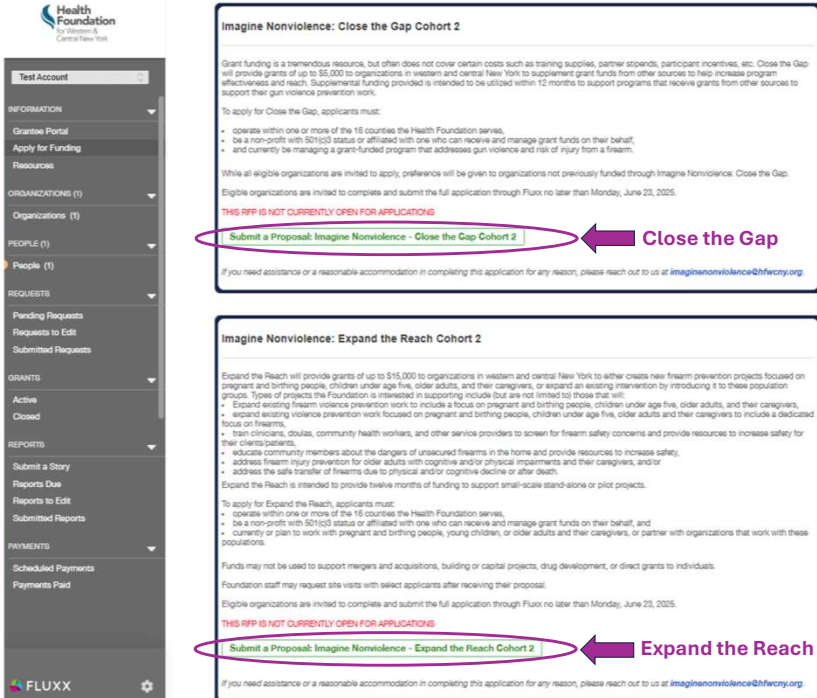


Scroll Down for Imagine Nonviolence

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APPLICATION PROCESS

Select Grant Program



Close the Gap

Expand the Reach

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APPLICATION PROCESS

ID: 23196179

Test Account

ID: INV_Expand the Reach-202505-01909 Amount Recommended:

Program Lead:

Request Status

Draft With Applicant Review Active Closed

Please note: The portal does not autosave; therefore, you must click the [Save] button to ensure your data will not be lost.

▼ **Table of Contents**

[Organization Information](#)
[Grant Information](#)
[Documents](#)

▼ **Application and Portal Instructions**

Imagine Nonviolence: Expand the Reach Cohort 2

Expand the Reach will provide grants of up to \$15,000 to organizations in western and central New York to either create new firearm prevention projects focused on pregnant birthing people, children under age five, older adults, and their caregivers, or expand an existing intervention by introducing it to these population groups. Types of projects the Foundation is interested in supporting include (but are not limited to) those that will:

- Expand existing firearm violence prevention work to include a focus on pregnant and birthing people, children under age five, older adults, and their caregivers.

Cancel Save Save and Close

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APPLICATION PROCESS

Complete the Application

Project Budget
Expand the Reach Only

Save Your Work

Please list any additional partner(s) you plan to engage for this grant. Describe how the partner(s) will enhance and support the work. If you do not know specific names of partner(s), please describe the kinds of partners you plan to engage.

→ **Answer all questions**

How will you engage and reach community members, and how will you encourage input and feedback from them?

Please click "view template" to download the Expand the Reach Budget Template. After downloading and filling out the template, please upload the document by clicking the + sign under the "Documents" section.

Expand the Reach Budget Template (view template) [Download Budget Template](#)

▼ **Documents**

Request Documents	Upload your budget by clicking here (+)

Cancel Save and Close Save

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APPLICATION PROCESS

Project Budget Expand the Reach Only

LINE #	B	C	D	E
BUDGET FORM				
	Organization name:			
	Project name:			
	County or counties served by this project:			
	BUDGETED AMOUNT	BUDGET EXPLANATION (Describe how the line item will contribute to the initiative.)		COMMENTS (Provide additional information as needed.)
PERSONNEL				
1	Total Personnel	\$10,000		
NON-PERSONNEL				
2	Total Non-Personnel	\$3,000		
3	TOTAL PROJECT BUDGET	\$13,000	Personnel (Line 1) + Non-Personnel Costs (Line 2)	
INDIRECT COST				
4	Indirect Cost	\$1,300	Maximum of 10% of Total Project Budget (Line 3)	
TOTAL REQUEST (May not exceed \$15,000)				
5	Total Request	\$14,300	Total Project Budget (Line 3) + Indirect Cost (Line 4)	

- Indirect costs may only account for 10% of Total Project Budget
- Total Project Budget = Total Personnel Costs + Total Non-Personnel Costs
- **Total Request may not exceed \$15,000**

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APPLICATION PROCESS

**You must click
"Save and Close"
before the "Submit"
option is available**

Please list any additional partner(s) you plan to engage for this grant. Describe how the partner(s) will enhance and support the work. If you do not know specific names of partner(s), please describe the kinds of partners you plan to engage.

How will you engage and reach community members, and how will you encourage input and feedback from them?

Please click "view template" to download the Expand the Reach Budget Template. After downloading and filling out the template, please upload the document by clicking the + sign under the "Documents" section.

Expand the Reach Budget Template: [view template](#)

Documents

Signals (0 Signals)

Cancel Save **Save and Close**

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APPLICATION PROCESS

Submit Proposal by Monday, June 23, 2025 by 11:59p

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GRANTEE REQUIREMENTS



- Due Diligence
- Learning Community Participation
 - Evaluation Workshop – 10/17/25
 - Virtual Kickoff Event – 11/12/25
 - Two meetings – one virtual, one in-person
 - Capstone Event – 11/6/26
- Reporting Requirements
 - Narrative Reports
 - Track and Report Performance Measures
 - Financial Reports or Attestation
- Participation in Program Evaluation

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Timeline and Important Dates

Tuesday, May 13, 2025 12:00 pm	Informational webinar and RFP released (Recording available online after 5/13.)
Tuesday, May 13, 2025, through Tuesday, May 20, 2025	Submit questions to imagineonviolence@hfwcny.org by 5/20/25 for inclusion in the FAQ document.
Friday, May 23, 2025	FAQ document released
Monday, June 23, 2025 by 11:59p	RFP submissions due
June 30, 2025 – August 5, 2025	Foundation staff to conduct site visits as needed
Week of September 22, 2025	Awards announced
October 17, 2025 9:00 am – 11:00 am	Virtual Evaluation Workshop
Wednesday, November 12, 2025 1:00 pm – 3:00 pm	Virtual kickoff event & grant contracts begin
April 2026 & July 2026	Learning community meetings (one in-person, one virtual)
Friday, November 6, 2026 9:00 am – 11:00 am	Capstone event



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RFP is available at

www.hfwcny.org/imagineonviolence



Submit all questions about the RFP to
imagineonviolence@hfwcny.org by **5/20/25**.

FAQ document will be posted on
www.hfwcny.org/imagineonviolence by **5/23/25**.

All applications must be submitted via Fluxx by
Monday, June 23, 2025 by 11:59p.

Any questions regarding submitting using Fluxx
should be directed to
imagineonviolence@hfwcny.org
or 716-852-3030

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**Thank you for your
participation today
and for your interest
in supporting this
important work!**