



## **Request for Proposals:**

# **Innovations in Children's Health and Wellbeing in Western & Central New York**

**Deadline for Proposals:  
Friday, October 5, 2018 at 5 p.m.**

All application materials should be submitted to  
[Innovations@hfwcny.org](mailto:Innovations@hfwcny.org)

Questions may also be submitted via email to [Innovations@hfwcny.org](mailto:Innovations@hfwcny.org).

To download an electronic copy of this funding announcement,  
visit [www.hfwcny.org](http://www.hfwcny.org).

## 1. RFP Summary

The Health Foundation for Western and Central New York works toward the goal that all young children impacted by poverty are physically, socially and emotionally healthy as they enter kindergarten. The first few weeks, months and years of a child's life are the most critical – and when children are most vulnerable. The developmental milestones and early learning experiences children have before age five will shape their health and well-being as they grow. And children who miss out on these milestones are often unable to catch up.

The Health Foundation embraces a comprehensive approach to ensuring children under five have a healthy start. By investing in programs such as Help Me Grow, we have worked to improve systems that serve children. We recognize that children need healthy moms and strong resilient families, and we support programs and organizations that help achieve those outcomes. We invest in programs that work with children to support physical health, such as Chompers, and social-emotional health, such as PEDALS.

Through this funding opportunity, the Health Foundation looks to support up to 15 projects that hold promise for improving health outcomes for children impacted by poverty, under age five, by working with children to support their physical, social and/or emotional health.

Up to 15 grants with a maximum amount of \$25,000 will be awarded, with a project period of 12 to 18 months. This opportunity is open to non-profit and public sector organizations in both western and central New York.

### **Timeline**

|  |   |
|--|---|
| <i>Innovations in Health &amp; Well-being for Kids</i> Request for Proposals released              | August 9, 2018                              |
| Deadline to submit questions to <a href="mailto:innovations@hfwcny.org">innovations@hfwcny.org</a> | August 30, 2018                             |
| FAQ posted   | September 7, 2018                           |
| Proposals due to <a href="mailto:innovations@hfwcny.org">innovations@hfwcny.org</a>                | October 5, 2018                             |
| Site visits and phone calls  | October 15-26, 2018                         |
| Notification of Award  | November 5, 2018                            |
| Grant period   | 12 to 18 months, beginning December 1, 2018 |

## **2. Health Foundation for Western & Central New York**

The Health Foundation for Western and Central New York is dedicated to improving the health and health care of the people and communities of western and central New York. Based in Buffalo, NY with a second office in Syracuse, we are an independent private foundation that serves the eight counties of western New York, including **Allegany, Cattaraugus, Chautauqua, Erie, Genesee, Niagara, Orleans and Wyoming**, as well as the counties of **Cayuga, Cortland, Herkimer, Madison, Oneida, Onondaga, Oswego and Tompkins** in central New York.

We have three focus areas: improving the health and health care of children ages birth to five who are impacted by poverty; improving the health and health care of older adults; and ensuring that communities across the regions have the capacity to effectively address health needs for those populations.

Our visions are that all children impacted by poverty are physically, socially and emotionally healthy as they enter kindergarten; all older adults are able to plan for and maintain a dignified, independent, high-quality life in their community; and all communities are able to effectively plan for and address the health needs of the most vulnerable and those in poverty.

For more information about the Health Foundation and its work, please visit [www.hfwcnny.org](http://www.hfwcnny.org).

## **3. Innovations in Children's Health & Wellbeing Initiative** **Background**

The Health Foundation has had a long and successful history of supporting effective, impactful programs and initiatives that serve children aged five years and younger, including the prenatal period.

All children need a healthy start, good nutrition, physical activity and accessible, high quality health care to thrive. Yet many children, especially those impacted by poverty, face disproportionately high barriers to acquiring these basic necessities. Healthy food; safe places to live, learn, and play; good oral health; and educational opportunities are significant contributors to overall health throughout life.

The social and economic conditions experienced in early childhood, defined as the first five years of life, are among the most significant forces that impact health in adulthood. Science has revealed that the first few years of life are crucial in establishing a child's path toward, or away from, health and wellbeing across the lifespan.

The Foundation continues to develop partnerships that help to bring new and innovative projects that address these issues to our communities.

While we recognize the importance of supporting effective systems and positive environments in which children live and learn, this RFP is seeking projects that have a focus on working directly with children to support their social, emotional and/or physical well-being.

#### **4. Funding Opportunity: Innovations in Children’s Health & Wellbeing**

This funding opportunity is intended for organizations that provide services and support to young children impacted by poverty, in the 16 counties of western and central New York where the Health Foundation’s work is accomplished.

Organizations that have received funding from us in the past, as well as organizations new to the Foundation are invited to respond to this RFP.

**The goal of our funding opportunity is to identify and support innovative and exploratory programs and projects. The proposed projects must hold promise for delivering new and better ways to address existing or emerging needs in the regions we work, and will lead to better health outcomes for children impacted by poverty.**

The Health Foundation encourages organizations to implement innovative approaches grounded in evidence that have a direct impact on the health and wellbeing of children aged birth to five years.

**Definitions:**

**Innovative approaches:** The Health Foundation defines innovation as: 1. A project that is completely new and untested in the organization, 2. An expansion of an existing project, 3. A streamlined or more effective version of an existing project.

**Direct impact:** Children exist within the context of the familial and structural environments in which they live, however their individual growth must be considered as well. The Health Foundation recognizes the supreme importance of strong families and nurturing communities. In this instance, projects funded through this RFP will be those that have an immediate and direct impact on the children themselves, as opposed to targeting the systems in which they exist.

**Health and wellbeing:** For the purposes of this proposal, the Health Foundation is interested in programs and projects that address one or more of the following domains for children 5 years of age and younger, impacted by poverty:

- Education, including pre-literacy
- Health, including physical, oral, vision, behavioral and mental health
- Safety
- Social and emotional development, including practices for building resiliency

Up to 15 grantees located in designated western and central New York counties will be selected to implement projects of 12 to 18 months designed to improve the physical, social and emotional health and wellbeing of children aged birth to five years.

This work will be accomplished through the implementation of innovative practices grounded in evidence.

## **Eligibility**

Applicants may include public sector and not-for-profit health and human service organizations located and providing service to children aged birth to five years, impacted by poverty, in the Health Foundation's 16-county funding area. Applicants may include single organizations, two or more organizations partnering together, or coalitions.

Eligible organizations must:

1. Work with children aged birth to five years, impacted by poverty
2. Have applied knowledge of the health and developmental issues affecting young children
3. Have demonstrated competency in providing direct services to children aged birth to five years
4. Have demonstrated competency in providing services for people impacted by poverty

## **Funding**

Proposals may request up to \$25,000 total. The Health Foundation anticipates a range of funding requests.

Funds may not be used to support the following activities:

- Mergers and acquisitions
- Building or capital projects
- Drug development
- Direct donations or grants to individuals

The Health Foundation reserves the right to deny funding to any and all proposals submitted in response to this funding opportunity.

## **Evaluation**

The Health Foundation is invested in the Results Based Accountability (RBA) framework developed by Mark Friedman and described in his book: *Trying Hard is Not Good Enough*. RBA is a way of thinking and acting to improve entrenched and complex social problems. It uses a data-driven decision making process to help communities and

organizations get beyond talking about problems to taking action to solve problems. For more information about RBA, see <https://clearimpact.org/results-based-accountability>

For the purposes of this Request for Proposals, the Health Foundation is requiring applicants to respond to three questions when thinking about performance measures:

1. How much did we do? This is simply the number of children to be served, the number of activities to be offered, and/or the number of items to be distributed. For example, in a program that is intended to improve literacy, you might offer 6 weekly reading sessions that will serve a total of 40 children and provide a book for each child completing all sessions (40 books total if every child attends all 6 sessions).
2. How well did we do it? This is a measure of how close you came to doing what you said you were going to do. How many reading sessions actually took place, how many children actually attended the reading sessions and how many children completed all sessions and received a book?
3. Is anyone better off? This is a measure of what has changed for the target population (children birth to five years, impacted by poverty). In this example, word recognition increased by x% of children that attended three sessions and by x% for those that attended all sessions.

The Health Foundation is prepared to provide technical assistance on the RBA framework and identification of performance measures for applicants whose projects are chosen to receive funding.

## **5. How to Apply**

### **Proposal Narrative**

Interested organizations must complete a proposal narrative that contains responses to the following questions. Proposals are **not to exceed six pages in length using 12-point font with one-inch margins**.

#### **1. General Organization Information**

In this section:

- a. Provide a brief description of the organization, including staff size, operating budget, structure and a general description of services/programs offered and population(s) served, particularly in relation to the proposed project.
- b. What is the mission of the organization?

- c. Which geographic areas does the organization serve? Be as specific as possible using zip codes, counties or other appropriate parameters.

## **2. Proposed Project**

- a. What is the amount of funding you are requesting?
- b. Please provide a brief description of the innovative program or project for which you are requesting funding.
- c. What unmet or under-met need of children aged birth to 5 years, impacted by poverty, will this project address?
- d. What makes this project innovative?
- e. Provide a detailed description of how your organization will implement the project over the 12 to 18 month grant period. Include an explanation of how the project would be a significant improvement to a current service offering, or if this is a new or expanded service offering, how it addresses the unmet or under-met need identified above.
- f. What else should we know about your proposed innovation?

## **3. Proposed Work Plan and Performance Measurement**

- a. Tell us how you plan to use this funding to implement your innovation. How many children do you anticipate serving? What activities will you undertake? What is the anticipated outcome of each activity?
- b. How will you measure quality and satisfaction for this project?
- c. How will you measure impact?
- d. **Please frame these responses using the 3 RBA questions described in the Evaluation section of this RFP.**

## **Budget and Justification**

Please fill out the attached budget template and provide a detailed budget justification for each line item. You may request up to \$25,000 in grant funding and up to an 18 month project period. Grant funds may be used for costs associated with the project, such as limited staff time for project set-up and oversight, supplies, consulting costs, data collection and analysis, consumer surveys and training, etc. If including personnel, be specific about what role that person will play in the project. If including supplies, detail how those supplies will support project implementation. Please limit indirect

expenses to no more than 10 percent of the total budget. These expenses must be included in the total budget and not estimated separately.

For this funding announcement, funds **may not** be used to cover the cost of direct patient services (e.g. office visits), IT hardware or software that is required as a “usual cost of doing business” or capital improvements.

The budget and budget justification do not count toward the six page limit.

## **6. Site Visits & Selection Notification**

Site visits will likely be scheduled to assist in the grant selection process. These will take place October 15-26, 2018. Applicants will be notified if a site visit is required.

The Health Foundation will notify all applicants of the selection decisions by November 5, 2018.

## **7. Proposal Submission Instructions**

1. **Proposal Cover Page** – The attached proposal cover page that identifies a primary contact for the project must be completed and signed by the organization’s executive director or CEO (or person serving in that capacity). The proposal cover page does not count toward the six page limit.
2. **Proposal Narrative** – The proposal narrative must meet the parameters described previously and be in a 12-point font with one-inch margins. Narratives are expected to honor the six page space limitation and any information provided that exceeds these limits will not be considered. The Health Foundation will contact applicants for additional information if needed.
3. **Budget** – The budget template and budget justification must be completed and attached to the proposal narrative. The budget and justification do not count toward the six page limit. Budgets should include all sources of funding and clearly show how Health Foundation funds will be used.
4. **Letters of Commitment (if applicable)** - You must attach letters of commitment from partner organization(s) that describe in detail their understanding of their role and responsibility in achieving the expected outcomes. The letter(s) must be signed by the executive director or CEO of the partner organization and does not count towards the six page limit.

Please attach the signed proposal cover page and proposal narrative with budget and budget justification in your electronic submission.

Applications are due by **October 5, 2018 by 5 p.m.**



All application materials should be submitted to **Innovations@hfwcny.org**.

Submitted applications will be acknowledged by a return email within two business days. If you do not receive an email acknowledging receipt of your submission within two business days, please contact the Health Foundation to determine the status of your submission.

**To download an electronic copy of this funding opportunity,  
visit [www.hfwcny.org](http://www.hfwcny.org).**



***Innovations in Children's Health and Wellbeing***  
**Proposal Cover Page**

---

Name of Organization Submitting Application

---

|         |      |       |          |
|---------|------|-------|----------|
| Address | City | State | Zip Code |
|---------|------|-------|----------|

---

|                            |           |      |
|----------------------------|-----------|------|
| Name of CEO [please print] | Signature | Date |
|----------------------------|-----------|------|

---

|  |           |      |
|--|-----------|------|
| Name of Board President [please print] | Signature | Date |
|--|-----------|------|

---

Name of Contact Person (if different from CEO)

---

|           |     |       |
|-----------|-----|-------|
| Telephone | Fax | Email |
|-----------|-----|-------|

---

Name of Organization to serve as Fiscal Agent (*if different from organization listed above*)

---

|         |      |          |
|---------|------|----------|
| Address | City | Zip Code |
|---------|------|----------|

---

|                |       |       |
|----------------|-------|-------|
| Contact Person | Phone | Email |
|----------------|-------|-------|

## PROPOSED PROJECT BUDGET GUIDELINES

### NARRATIVE

Please provide a narrative to explain how your proposed project budget will be spent. Be sure to describe, in as much detail as possible, why each item listed on the budget is needed, how it will be used, and how you determined this amount.

- The budget narrative must include an explanation of every line-item for which you are requesting support from the Health Foundation. For example:

*Salaries and Wages*—Project Director: The total requested for this position is \$15,000, which represents 40 percent of his/her work time on the project. Responsibilities include planning, development, and evaluation.

*Equipment/Supplies*—Postage: The total requested for postage is \$2,500, which includes routine mailing costs as well as mailing the project brochure. Approximately 7,500 brochures will be mailed at a bulk rate of \$0.22 per piece.

- **Please also list and describe any in kind government, corporate, and/or other Foundation support as well as individual donors, if any, as part of the budget narrative.**

### LINE – ITEM BUDGET

- The line-item budget should include all income and expenses associated with the proposed project. *Please note that not every line-item applies to every project.*
- **For multiyear requests, please submit a budget with additional tabs for each year of requested funding.**

### LINE – ITEM BUDGET DEFINITIONS

*Salaries* include full, part-time, and temporary employees.

*Fringe Benefits* include FICA, pension, health insurance, workers' compensation, etc.

*Contracted Services* includes outsourced services or workers.

*Supplies/Materials* include office supplies; postage; copier rental and supplies; telephone, fax and computer supplies; equipment repair and maintenance; etc.

*Travel* includes air travel, out-of-town expenses, and per diem, in-town parking and mileage expenses.

*Indirect Costs* include business expenses not directly connected with the proposed project. These costs must not exceed more than 10% of the overall budget.