



REQUEST FOR PROPOSALS (RFP)

The Foundation for a Healthy St. Petersburg's mission is ***to improve the health and well-being of our Community through initiatives that create sustainable, effective improvements to quality of life.*** The Foundation for a Healthy St. Petersburg was formed in 2013 as a result of the sale of the not-for-profit Bayfront Medical Center (BMC) to continue BMC's charitable health purposes. To honor this origin of the Foundation's resources, the geographic focus of our work is St. Petersburg and South Pinellas County (see the highlighted map on page 3).

The Foundation begins this work with a set of fundamental beliefs:

- We believe that engaging community members and building on their strengths is the best way to improve overall health outcomes.
- We believe that healthy people – leading fuller, longer lives – build stronger, more stable communities.
- We believe that working creatively and collaboratively unleashes our collective potential to achieve meaningful, lasting results.
- Finally, we believe that a strong set of core values – based on engagement, humility, transparency, and integrity – is essential if we are to fulfill the responsibility of our stewardship.

Over the past few months, the Foundation has conducted nine community listening sessions. We heard deep frustration. We heard fervent hope. But most importantly, community members and providers told us what mattered to them. And now the Foundation is inviting non-profit organizations and public organizations – *singly or collectively* – to put forward your best ideas that build on our community's strengths to meet its health-related challenges. What the Foundation learned in these listening sessions will be the guide in our decision making to ensure that the work we will do together is responsive to both the urgency and the possibility of the change we heard so much about.

The Foundation encourages all of you to consider this opportunity to begin anew – to do more, or to do better, or to do differently. These are the ideas we want to hear, and the efforts we hope to join. And so the Foundation offers its inaugural grants: *Healthy Beginnings*.

HEALTHY BEGINNINGS: OUR INAUGURAL GRANTS

This Request for Proposals has two steps. First, the Foundation is asking organizations to submit a Letter of Interest (LOI) briefly describing their proposed activity or project. Second, based on these preliminary submissions, the Foundation will invite selected organizations to submit a full proposal for consideration. Funding is based on a review of the final proposals.

The Foundation uses a social determinants of health (SDOH) framework to improve population health (and in grant making). The social determinants of health are the conditions in which people are born, grow up, live, work, and age, and the wider set of forces and systems shaping the conditions of daily life, including economic policies, social policies and norms, and political systems. This broad range of social factors has a significant impact on a community’s health outcomes. However, population health is not simply about the overall health of a group of individuals, it is also the distribution of health outcomes among those individuals. It addresses both the mean *and* the disparate. The Foundation also uses the SDOH framework to measure the impact of these social determinants of health on the quality and quantity of life. (See Figure 1.) This approach is necessarily integrative and foundational.

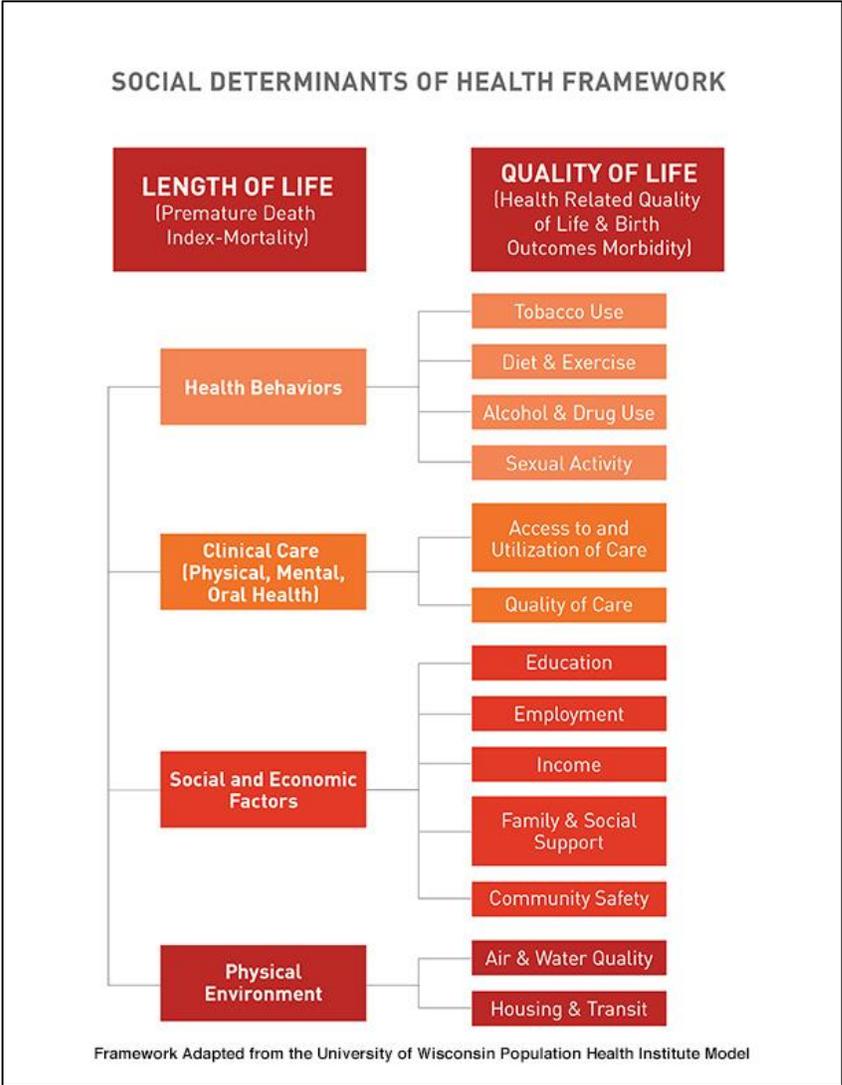


Figure 1.

Letters of Interest **must** address one or more of these social determinants of health: **Tobacco Use, Diet & Exercise, Alcohol & Drug Use, Sexual Activity, Access to and Utilization of Care, Quality of Care, Education, Employment, Income, Family & Social Support, Community Safety, Air & Water Quality, and Housing & Transit.** The Foundation is especially interested in funding a “systems approach” to change. Systems change considers the relationships among the different components that affect a person’s health and engages such people, processes, structures, organizations, environments, and policies broadly to improve population health.

The Foundation gives priority to Letters of Interest that 1) foster collaboration, 2) take a comprehensive approach to health and well-being, 3) promote active community member participation, 4) serve as models of best practice, and 5) enhance the capacity of organizations and programs in the community to do their work on an ongoing basis. Scale matters, but is not essential. An organization’s experience and capacity are also relevant. **However, the Foundation also considers other factors, such as client value, cultural competence, historical trauma, or community leadership in making funding decisions.** For this reason, the Foundation encourages non-traditional partners or organizations uniquely knowledgeable about or well-placed within the community to submit letters of interest, regardless of previous funding experience.

Letters of Interest should include clear goals and objectives, with measurable outcomes. Please tell us about your proposed activities and how they will lead to short-term and long-term results for your clients and our community. We strongly encourage organizations to submit Letters of Interest that are evidence-based or evidence-informed. If not, organizations should provide a reasonable basis for the belief that the activity or intervention will succeed. The project description should include sufficient detail to enable the Foundation to assess feasibility, efficacy, and sustainability.

Organizations must seek specifically to address the needs of St. Petersburg and Pinellas County south of Ulmerton Road and east of Seminole Boulevard. *The Foundation will fund entities located or doing business outside this focus area so long as the proposed activity or unmet need has a meaningful and measurable impact on the health and well-being of persons living in St. Petersburg and Pinellas County south of Ulmerton Road and east of Seminole Boulevard. (See Figure 2.)*

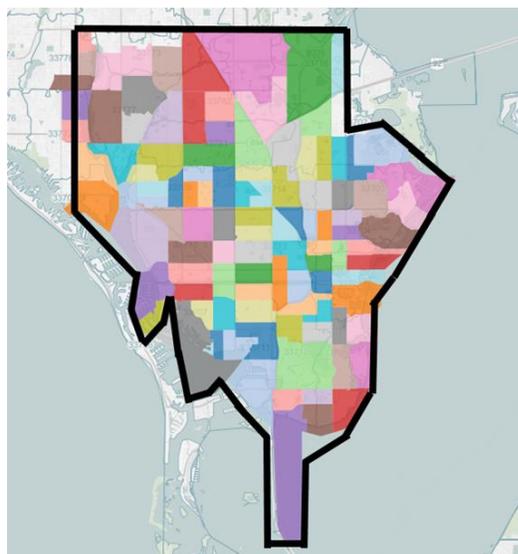


Figure 2.

Eligible activities, **which may be already underway**, include, but are not limited to:

- Organizational and Program Development
- Planning and Evaluation
- Program Implementation and Service Delivery
- Capacity Building and Technical Assistance
- Capital Expenditures*
- Research and Assessment
- Social Marketing Related to Health and Well-Being
- Policy and Advocacy
- Civic Engagement
- Conferences to Support Staff in Organizations that Serve the Focus Area

** Organizations must meet all other eligibility criteria and expenditures must be related to improving quality and quantity of life. Priority will be given to capital projects with additional funding support already committed.*

Grant funds may be used for reasonable staff salaries and fringe benefits, consultant fees, data collection and analysis, meetings, project supplies, educational materials, project-related travel, and other direct expenses, including a limited amount for equipment deemed essential for the project. Grant funds can also be used to cover indirect costs of an organization, but such costs are limited to 15% of direct costs associated with the project.

Grant funds **may not** be used to pay for lobbying efforts or to engage in political activity. Nor may grant funds be used to supplant existing funding absent exceptional circumstances and without the prior approval of the Foundation.

PLEASE NOTE: FUNDING IN THIS INITIAL GRANT CYCLE IS LIMITED TO ONE YEAR AT MOST. Given this is the inaugural year of grant funding, the Foundation is still engaged in listening to your ideas to further refine our approach to grant making. Please be thoughtful and disciplined about proposed ideas so that they are limited to 12 months or less for this first round.

Eligible nonprofit organizations must have been determined by the Internal Revenue Service to be tax exempt. Public organizations must be duly constituted.

Grants will range from a minimum of \$50,000 to a maximum amount that will be determined by the total funds available during this grant cycle. We anticipate the average grant award will be \$150,000. Letters of Interest should include a preliminary budget for the amount requested.

THE GRANT PROPOSAL PROCESS

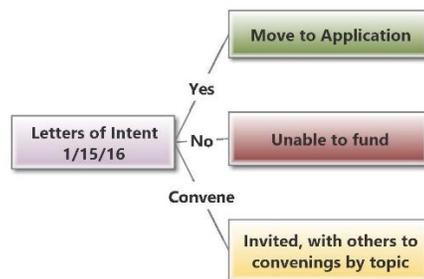
All organizations seeking funding must first submit a Letter of Interest (LOI). Each LOI must be submitted online through the Foundation’s grant making software called “Fluxx.” The link to register for the Fluxx system can be found on the Foundation website under “Grant Making.” If you do not have access to the internet and want to submit an LOI, or have technical difficulty, please contact the Foundation at the phone number and (or) email listed at the bottom of this document. The Foundation will accept **up to three** Letters of Interest from each organization. In order to foster a wide range of work, the Foundation encourages multiple LOIs for those organizations that have significantly distinguishable projects, capital purchases or convening requests.

Upon review, **if an LOI is declined**, the Foundation will invite the organization to attend an in-person debriefing, which may include further technical or capacity-building assistance.

If an LOI is accepted, the Foundation will invite the organization to submit a full proposal for further consideration. During the proposal process, Foundation staff will be available to provide technical assistance. The proposal must conform to the concept and activities in the accepted LOI unless otherwise approved by the Foundation.

If an LOI is conditionally approved, that means a convening invitation. The Foundation will invite the organization to a meeting with staff and other potential collaborators. The Foundation is deeply committed to convening community partners and fostering highly effective collaboration. This convening process is intended to explore opportunities for collective action between or among organizations proposing similar or compatible work, or with complementary skills and expertise. The convening *process* may entail a small number of meetings or last months, depending on the scope and scale of the proposed collaboration. While participants may be asked to submit a full proposal for funding, the collaboration, if approved, will typically be awarded funding based simply on the result of these convening meetings. *An organization may submit a Letter of Interest specifically to request a convening.* **The convening process is an activity funded by the Foundation.**

Letter of Interest - up to 3 per agency to capture ideas



The Foundation will conduct at least one online webinar to provide technical assistance on how to utilize the grant making software - Fluxx. There is webinar scheduled for December 8, 2015. Please visit the Foundation website for registration and participation details. While not a requirement, organizations are strongly encouraged to participate. If you are unable to participate in an online webinar, please contact the Foundation (contact information at the bottom of this document).

We will post a list of Frequently Asked Questions (FAQ) on the website, which we will continually update. We encourage you to submit additional questions, which are not on the list, to info@healthystpete.foundation. In order to be sure everyone has an equal opportunity, the only way we can answer your question is through our email address. If you do not have an email, you may call 727-865-4650 to register your question - though we will not provide live answers. We will include responses to the questions in the next FAQ updates that we release. If you have not already done so, please sign up to receive Foundation news and announcements by going to the website and clicking on “subscribe.”

EVALUATION AND MONITORING

Organizations that receive grant funding are expected to engage in monitoring and evaluation activity. Evaluation includes the assessment of the individual grantee projects (short-term/outputs) and the overall changes in population health (long-term/outcomes). The diversity of our partners and areas of focus precludes the Foundation from promoting only certain types of evaluation evidence as acceptable for decision making. **We avoid a one-size-fits-all approach** to evaluation because we want our evaluation efforts to be designed for a specific purpose and for specific intended users. This approach to evaluation design, which we call *fit to purpose*, has three attributes:

- It allows for a range of methods, including qualitative and quantitative data collection and analysis, retrospective and prospective designs, experimentation, theory-based evaluation, and systems-based approaches;
- It requires our team and our partners to be rigorous about the inferences they make and explicit about the assumptions they use to draw conclusions; and
- It requires our team and our partners to consider evaluation evidence in the context of action so the evaluation efforts produce findings that can be acted on rather than information that is merely nice to know.

The Foundation will fund this evaluation activity separately from and/or in addition to the approved project budget.

MILESTONES AND DEADLINES

Following are key milestones and deadlines:

- December 1, 2015 – Release of Request for Proposals
- December 8, 2015 – Pre-Proposal Webinar
- **January 8, 2015 by 5:00 p.m. EST – Deadline for FAQ Questions**
- **January 15, 2016 by 5:00 p.m. EST – Deadline for Receipt of Letter of Interest**
- By March 1, 2016 – Response to Letter of Interest
- **April 12, 2016 by 5:00 p.m. EDT – Full Proposal Due**
- By June 15, 2016 – Awards Announced
- July 1, 2016 – Project Commencement Date

CONTACT INFORMATION

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