



THE FUNDING OPPORTUNITY

The Foundation for a Healthy St. Petersburg believes that all community residents should have the opportunity to achieve optimal health and live a long, disease-free life regardless of race, ethnicity, income level, neighborhood, or gender expression. The Foundation uses a social determinants of health framework to improve population health and achieve equitable health outcomes in South Pinellas County. By paying attention to the root causes of inequality as framed by the social determinants in our community, the Foundation targets our grantmaking and other mission-related work where it can have the greatest impact.

This Call for Transformative Ideas is designed to tap community wisdom about the best ways to change the systems that create barriers to positive health outcomes that are equitable across populations. We seek ideas that can help transform the systems and conditions in our communities that contribute to the disproportionate incidence of disease and early death among some distinct populations within our geographic area.

We believe that systems change requires collaboration. We also know that many entities participate in collaborative partnerships and have ideas that could bring about substantial improvements in the systems and conditions that influence health in our community. This is a call to action for those working across the nonprofit, government, for-profit, and/or faith-based sectors. We want to hear your best interventions for how to positively impact population health using the broad social determinants of health framework. The framework can be found on our website Healthystpete.foundation

Following the process outlined below, the Foundation will award one-year or up to three-year-grants that range from \$50,000 to up to \$500,000 per year in support of projects that demonstrate a high potential to create lasting change.

CALL FOR TRANSFORMATIVE IDEAS RELEASED

May 1, 2017

HOW TO APPLY WEBINAR

May 1, @ 3 pm EDT

DEADLINE FOR IDEA PROPOSALS

May 26, @ 12 Noon EDT

INVITATION TO IN-PERSON IDEA CONSULTATIONS

June 26

IN-PERSON IDEA CONSULTATIONS

July 10-July 14

INVITATION TO SUBMIT FULL APPLICATION

July 24, 2017

DEADLINE FOR FULL APPLICATION

September 1 @ 12 Noon EDT

REVIEW OF FULL APPLICATION

September 5 To October 31

AWARD NOTIFICATIONS

Before November 1





OUR APPROACH

Our approach seeks to achieve health equity for all residents of South Pinellas County to improve population health. Regardless of race, ethnicity, income level, gender expression, or other characteristics, every person, family, and community deserves a fair opportunity to live a long, disease-free, healthy life. We know that medical care alone cannot improve overall health; complete positive health (including mental health) requires access to care, enhanced quality of care, increased health education, and improving environmental conditions that directly support families within their communities. The conditions are seen collectively as social determinants of health. Social determinants are the environments, social, economic, and political systems individuals are born into that affect all aspects of their lives, including their overall health and well-being.

We know equal access to safe and affordable housing, quality education, clean water, behavioral health, reliable transportation, healthy foods and many more conditions can support and help to provide for a longer, better quality of life. These social determinants are areas through which we can intervene and improve to create more positive health outcomes for all South Pinellas County.

The healthcare system and the associated social determinant categories that relate to it are defined through distinct systems and sectors that have evolved over time. The systems of health, housing, education, employment, transportation (and so on), do not naturally work together. Each system has its own set of goals, values, and norms which require interpretation and deliberate attention to ensure they work together for the betterment of a community and its citizens. In each system, there is also an array of organizations from various sectors (nonprofit, government, for-profit, faith-based) that also have their own interests, missions, and resources, yet must work together to serve the needs of communities.

The Foundation envisions that these Transformative Grants will provide a forum for you as community members to offer the best solutions to create systems change – to make siloed systems work better together. To do so, applicants must have partnerships with various sector organizations all with the common vision and goal to improve the social determinants and ensure improved health and well-being for the residents of South Pinellas County.

To learn more about the Foundation's values and approach to health equity and population health through the social determinants of health framework, please consult our website at **Healthystpete.foundation**.





THE PROCESS AND TIMELINE

A three-step process allows the Foundation to hear and engage with high-potential ideas and listen and learn from the community about needs and capabilities. It is also intended to give all organizations an opportunity to present their transformative ideas in a brief, summary format for evaluation before investing the time and resources required to submit a full, detailed project plan and application for funding.

PHASE ONE: Call for Transformative Ideas

May 1 through May 26, 2017 at 12 noon EDT

The Call for Transformative Ideas is open to all eligible applicants. It consists of a short, online description of ideas. There are five project-related questions requiring no more than 1,500 words (or 9,000 characters) to complete. Questions include how many individuals the project will serve, clear description of the need or barriers, a summary of the project and its focus on system transformation, a list of the collaborative partners, and a statement to address what will be transformed to improve health equity.

Ideas may be submitted between May 1 and May 26 at 12 noon EDT. No exceptions can be made to the application deadline. The system closes out incomplete or late applications and they are not received or considered by the Foundation if received after 12 noon Eastern Daylight Time on the date due.

Foundation staff and external reviewers will score the ideas submitted and on June 26 will invite a group of those who proposed Transformative Ideas to come to the Foundation for an in-person idea consultation, where they will present their ideas and engage in a dialogue.

PHASE TWO: In-Person Transformative Grant Idea Consultations--by invitation

Invitations: June 26

Consultations: July 10 through July 14

Those invited to the Foundation for an in-person idea consultation with their team will present their idea and how it will benefit the community. Teams will have ample time to present and then engage in dialogue and consultation with staff and external reviewers. All presentations will be videotaped.

PHASE THREE: Transformative Grant Application--by invitation

July 24 through September 1, 2017 at 12 noon EDT

A subset of finalists will be invited to complete the full application for a Transformative Grant. The full





application will require a detailed description of the project, including, but not limited to, a thorough project strategy, roles for collaborative partners, evaluation plan, budget and budget narrative. The Foundation's goal is to invite only those projects most likely to qualify for funding to apply.

Applications are accepted from July 24 through September 1, 2017 at 12 noon EDT.
Award Notifications will be made by November 1, 2017

GUIDELINES AND RESOURCES

To learn more about the Foundation's mission, values, and approach to health equity and population health through the social determinants of health framework, please consult our website at **Healthystpete.foundation**. You will find documents, reports, and videos, including a recent video of Foundation President and CEO Randall H. Russell discussing the Transformative Grants application process and more about the kinds of projects that will be considered for funding.

ELIGIBILITY CRITERIA

- Organizations applying must either a.) be located in the Foundation's geographic area or b.) target their work to impact the residents of South Pinellas County, which is defined as south of Ulmerton Road and east of Seminole Boulevard.
- Nonprofit organizations, government entities, for-profit organizations, and faith-based institutions are all eligible for funding for this grant cycle.

SELECTION CRITERIA

What makes a project transformative? Here are several project characteristics to consider. These are suggestions to spur your thinking, not an inclusive list.

- Does the project address the root causes of a problem?
- Does it intervene in systems to remove important constraints, disrupt established processes, and/or foster more positive outcomes?
- Is the project sustainable and scalable?





- Does it demonstrate high levels of collaboration among and across sectors/systems and beyond the silos of individual organizations?
- Transformative projects can take many forms, for example: advocacy, research, demonstration projects that can be scaled to shape interventions, the interventions themselves, evaluation, and communications. A planning process is an acceptable option, if it is anticipated to lead to a project with transformative outcomes.
- Projects can pose an entirely new hypothesis for change, or represent an innovation in the way a problem is approached and solved.

When thinking about the root causes of inequitable health outcomes and the possible avenues for systems change, the following questions may be helpful:

- How do we eliminate inequality and the health disparities experienced by people of different races, income levels, zip codes, ages, and gender expression?
- How do we foster conditions that allow everyone to achieve optimal health?
- What tools and resources exist among our organizations, partnerships, and other community assets that can be leveraged to improve population health?
- What barriers to optimal health can be tied back to avoidable social conditions? What are the best tactics for addressing them?
- How have other communities successfully tackled these problems or opportunities?
- What systems have the best/worst impact on population health? What cross-sector collaborations could change them?
- Is there a practice or system that can be re-tooled or changed?
- What innovations or changes can your organization make to improve any of the social determinants of health? Working with partners in other sectors, could these improvements become transformative, resulting in systems changes that can be scaled in a sustainable way?





Priority will be given to Transformative ideas that can accomplish the following, but not limited to:

- Address a specific, clearly defined social determinant that directly relates to an existing health inequity in South Pinellas County.
- Seek to intervene in an individual system or across multiple systems, i.e., economic, healthcare, housing, education, to remove important constraints, to create new connections, disrupt established processes, and/or foster more positive outcomes.
- Consist of partnerships and build on a value of collaboration between at least two organizations. It is highly encouraged that such collaborations include cross-sector partnerships between for-profit, nonprofit, government, and faith-based organizations. Siloed or single organizational responses will be considered less favorable. Such partnerships must be more than in-name only collaborations, ideally with a history of working together, and must be proven and documented through a written teaming agreement.
- Be executed within a single year or over up to three years. However, multiple-year projects must be able to demonstrate progress each year.

Key Dates and Deadlines	
Call For Transformative Ideas Released	May 1, 2017
How To Apply Webinar	May 1, 3 pm EDT
Deadline For Idea Proposals	May 26, @ 12 Noon EDT
Invitation To In-Person Idea Consultations	June 26
In-Person Idea Consultations	July 10-July 14
Invitation To Submit Full Application	July 24
Deadline For Full Application	September 1 @ 12 Noon EDT
Review Of Full Application	September 5 to October 31
Award Notifications	Before November 1

HOW TO SUBMIT YOUR IDEA

This is an online application process. Detailed instructions on how to use the Fluxx Grants Portal, along with Frequently Asked Questions (FAQs) about the application process, are available on the Foundation website at Healthystpete.foundation/grantmaking.

