



## INTRODUCTION

The Foundation for a Healthy St. Petersburg is a private foundation, formed in 2013 following the sale of the nonprofit hospital Bayfront Health St. Petersburg, with more than \$170 million in assets to support health equity for the residents of South Pinellas County. We believe that every person, family, and community deserves a fair opportunity to live a long disease-free, healthy life regardless of race, ethnicity, income level, 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.

The Foundation supports efforts to reduce health disparities caused by social and environmental factors that disproportionately impact one community over another. We advance health equity through our grantmaking by supporting organizations that address these imbalances through programmatic interventions, education efforts, policy and advocacy work, and strategic communications.

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. These conditions are seen collectively as social determinants of health. Social determinants are the environments – social, economic, and political systems – that affect all aspects of their lives, including their overall health and well-being.

### EMPOWERMENT GRANTS REQUEST FOR PROPOSALS (RFP) RELEASE

July 7, 2017

### HOW TO APPLY WEBINAR

July 7 @ 3 pm EDT

### DEADLINE FOR APPLICATIONS

August 18 @ 12 noon EDT

### REVIEW OF APPLICATIONS

August 18–October 27, 2017

### AWARD NOTIFICATIONS

November 1, 2017

### GRANT AMOUNTS

\$50,000 to \$100,000 each

*In order to apply, each organization must be registered with the Foundation's Grants Portal. If you have submitted information to the Foundation in the past during a grantmaking round, you're already registered. Please log in to the Grants Portal and confirm all of your organization's information.*





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](http://Healthystpete.foundation).

## THE FUNDING OPPORTUNITY

The Foundation for a Healthy St. Petersburg is accepting applications for Empowerment Grants. This RFP, released July 7, 2017, is a call for applications due on August 18, 2017 at 12 noon EST. This deadline is firm: grants submitted after that date and time will not be accepted or read.

The Empowerment Grants are the third of three grant cycles offered by the Foundation in 2017. They are one-year grants designed to support organizations with less than \$1 million in total organizational expenses in implementing projects or initiatives that will help them take their work to the next level of effectiveness and impact.

The Empowerment Grants were inspired by feedback from the local nonprofit community reflecting a desire for a grant opportunity that enables smaller organizations to build capacity while serving the community. The Foundation expects to award between 10 and 20 one-time Empowerment Grants of between \$50,000 and \$100,000. Each organization may submit a single application for an Empowerment Grant.

## TYPES OF PROJECTS CONSIDERED FOR FUNDING

There are many needs, challenges, and opportunities faced by the nonprofit organizations that serve the residents of South Pinellas County. The Foundation believes that your knowledge of your organization and its mission, your community and service area, and your strategic plans and goals for the future are your best guides in selecting the right project or initiative for your Empowerment Grant application.

***We've compiled a list of examples to stimulate your thinking, but this list is by no means complete or meant to exclude many other ideas. Empowerment Grant funds may be used to:***

- Launch a new initiative or service
- Launch a demonstration project or pilot as a single organization or in partnership with others
- Sustain or expand an existing successful project





- Provide operational bridge support to enable an organization to sustain or continue work, pursue a new opportunity, or pivot to a new model of service or operations
- Pursue a research project, training, or organizational intervention that will enhance capacity to achieve more equitable health outcomes from programs and activities
- Plan collaboratively with other agencies and community members
- Use Collective Impact practices to achieve stated outcomes
- Develop and host community coverings or forums such as health summits, speakers series, workshops, or conferences
- Leverage funds to raise matching support from other funding sources
- Launch a health education and advocacy campaign for a behavior change leading to improved health outcomes
- Study a policy or issue with potential for an advocacy campaign to improve health equity
- Define and implement best practices
- Build organizational capacity, including capital projects
- Develop tools to maximize state or federal funds (such as Medicaid or Medicare) for program services
- Improve organizational evaluation efforts

## ELIGIBILITY CRITERIA

- Empowerment Grants are exclusively available to nonprofit organizations that are tax exempt under section 501(c)3 if the Internal Revenue Code as public charities. This does not include public entities, private foundations, or for-profit organizations.
- Eligible organizations must have total organizational expenses of \$1 million or under in the most recently completed year. This should not include in-kind contributions of services, or other assets. Documentation verifying budget size will be required.





- Eligible organizations must target services to the residents of South Pinellas County, which is defined as south of Ulmerton Road and east of Seminole Boulevard.
- Eligible organizations should have the capacity to manage the funds, implement, and complete the project within the funded period of one year, and report on its results.
- Proposals must include evidence that the applicant understands and values the need to measure the accomplishments resulting from the grant support, and has a plan to report deliverables, outcomes, and the impact of the funds.
- All proposals for Foundation funding must link to the goal of achieving health equity and improving population health in our area of focus. Successful applications will illustrate a connection between the proposed request for funding and the Foundation’s mission.

## HOW TO APPLY

- Register your organization at the Grants Portal at [healthstpete.fluxx.io](http://healthstpete.fluxx.io). This is a prerequisite for applying.
- Submit an online application using the Grants Portal. Please complete all parts of the application and submit it by noon EDST on August 18, 2017. Incomplete applications will not be considered for funding.
- Foundation staff and external reviewers will review the applications and determine if the project is eligible and approved for funding.

Key Dates and Deadlines	
Empowerment RFP Released	July 7, 2017
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