



Foundation for a
Healthy St. Petersburg

BAYFRONT
HEALTH

MENTAL HEALTH AND COMMUNITY WEALTH:

**2023 REQUEST FOR PROPOSALS
FROM THE FOUNDATION FOR A HEALTHY
ST. PETERSBURG & BAYFRONT HEALTH**

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Introduction

The Foundation for a Healthy St. Petersburg and Bayfront Health have aligned funding strategies this year to significantly increase the local grant funding pool and deepen the impact of investment in the South St. Petersburg community. Bayfront Health has issued a dollar-for-dollar match of the Foundation's 2023 grantmaking funds. Together, the two will jointly award a combined \$2.9 million that will be split across the Foundation's two 2023 strategic grantmaking priorities; \$1.1 million will go towards Mental Health and Wellness for Black, Indigenous and People of Color (BIPOC), and \$1.8 million will fund work in Economic Equity and Justice.

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. As the steward of an endowment to support health equity in Pinellas County, the Foundation believes every person, family, and community should be able to attain their highest level of health and well-being, regardless of their race, ethnicity, gender, zip code, or other social or demographic factors. Too often, however, this is not the case. The Foundation for a Healthy St. Petersburg seeks to address health disparities, advance population health, and achieve health equity through racial equity in Pinellas County by listening humbly, learning fearlessly, and leading courageously to impact systems change. We do this through our strategic initiatives, our Center for Health Equity, and our grantmaking. To learn more, visit healthystpete.foundation.

Bayfront Health St. Petersburg, a 480-bed hospital, was founded in 1910. It was acquired October 1, 2020, by Orlando Health, a not-for-profit healthcare organization with \$8.1 billion of assets under management. The hospital's areas of clinical excellence include heart and vascular, surgical services, rehabilitation services, neurosciences, maternity care and – as home to the only state-accredited Level Two Adult Trauma Center in the St. Petersburg region – emergency services and trauma care.

The Foundation for a Healthy St. Petersburg and Bayfront Health are excited to collaborate in the creation of our 2023 Request for Proposals (RFP) and look forward to partnering with organizations that seek to achieve health equity through racial equity.

TIMELINE AT A GLANCE

2023 GRANT APPLICATION OPENING EVENT:

August 8, 2023

RFP RELEASE DATE:

August 8, 2023, at 12:00PM EST

INTENT TO APPLY

SUBMISSION DUE DATE:

August 25, 2023

(Optional but strongly encouraged)

APPLICATION SUBMISSION DUE DATE:

October 6, 2023, by 5:00PM EST

Submit application in the Foundation's grants portal at healthystpete.fluxx.io

AWARD NOTIFICATIONS:

Week of December 4, 2023

GRANT AMOUNTS:

\$10,000 to \$500,000

This document and other key grant-related links may be found at healthystpete.foundation/grantmaking

SUPPORTING EVENT DATES

[Think Out Loud Sessions](#), August and September 2023: Book a 45-minute session with Foundation team members to talk about your project ideas and receive feedback that may help you align your aspirations with the requirements of the RFP.

Connection Days, [August 22, 2023](#), and [September 13, 2023](#): Network with other individuals interested in collaborating on work in two RFP focus areas.

Focus Areas

We understand the legacy of historical structural racism in St. Petersburg has led to health inequities in our communities. Health inequities are closely tied to residents' ability to live, work, and thrive, and can be driven by economic inequities. We will be funding proposals in our two priority focus areas on Mental Health and Wellness for BIPOC and Economic Equity and Justice.

Mental Health and Wellness for Black, Indigenous, and People of Color (BIPOC):

We will fund work that helps create the ability for Black, Indigenous, and other People of Color to be emotionally, socially, and psychologically healthy with equitable access to resources that create and promote wellness.

Economic Equity and Justice:

In support of inclusive growth, we will fund work that creates conditions under which individuals can live fulfilling and sustainable lives free from concerns of meeting their basic needs; we will also fund work that challenges and transforms the systems that keep unjust economic conditions in place.

The work we are funding must serve the residents who reside in the three zip codes associated with the [South St Petersburg Community Reinvestment Area](#), 33705, 33711, and 33712. We realize individuals residing outside of these zip codes may also benefit from your proposed project; however, the focus of your activities and budget must target [these zip codes](#). Proposed projects must also consider the impact of [systems change](#) in their work and also tie into the three priority areas identified in the [Bayfront Health St. Petersburg 2022 Community Health Needs Assessment](#) (CHNA), which include access to health and social services; mental health; and exercise, nutrition and weight. We recognize that these CHNA priority areas are overlapping and interrelated and may connect with either of our grantmaking focus areas. If you believe your work can help advance Mental Health and Wellness for BIPOC or Economic Equity and Justice in the South St. Petersburg CRA, we encourage you to apply.

A Community- and Data-Informed Approach

We prioritized our two grantmaking focus areas based on previous grantmaking and convening work; conversations with community members, partners, and leaders; and internal and external research. We believe these focus areas reflect community needs as well as community interests and are supported by existing community assets and opportunities that support mental wellness and economic equity.

For Mental Health and Wellness for BIPOC and Economic Equity and Justice, we considered data from multiple sources including the previously mentioned [2022 Community Health Needs Assessment](#) (CHNA), Behavioral Health Systems of Care, [Structural Racism Study](#), various economic initiatives, and internal and external research on the South St Petersburg CRA. Additionally, the Foundation conducted [landscape scans](#) for both focus areas that include an array of inputs. A community data walk also accompanied each landscape scan and offered another opportunity to receive additional inputs into each focus area. Links to the scans may be found on the [Foundation website](#).

In addition to exploring the local landscape of needs and opportunities, we also spoke with philanthropic organizations across the country to better understand their approaches and impact in these focus areas. Their lessons learned have also been incorporated into this RFP. We also sought to gain insights into the evolving role of philanthropy in supporting systems change.

By building on our previous efforts to fund work in these two focus areas, we aim to strengthen existing assets, address community needs, and further advance work to achieve health equity through racial equity in the South St. Petersburg Community Redevelopment Area (CRA).

Funding Opportunities

We are now accepting proposals in our two priority focus areas of Mental Health and Wellness for BIPOC and Economic Equity and Justice that fall into the following funding categories: capacity-building, research, professional development/training, programmatic operations, and multi-sector collaboration.

New, previous and current funded partners are eligible to apply.

Only one proposal may be submitted by an organization for each RFP focus area. For example, an organization may submit one application for work on Mental Health and Wellness for BIPOC and another application for work on Economic Equity and Justice. An organization may not, however, submit two applications for Mental Health and Wellness for BIPOC, or more than one application for work in Economic Equity and Justice. Exceptions will be made for organizations serving as fiscal agents.

We understand an organization may be in several proposed projects as a partner. As such, an organization may participate as a collaborative partner in more than one application while also serving as a lead applicant for either or both focus areas.

Funding Categories

CAPACITY-BUILDING

Examples of capacity-building include but are not limited to board of directors development, implementation of new technology, staff training, reconfiguring use of a space, and/or website development. Applicants may include more than one form of capacity-building in the application.

- Up to \$10,000. Applicants may ask for less than \$10,000 but not exceed \$10,000.
- One-year grant period. The proposed project will be completed within a 12-month period.
- No minimum operating budget.
- You must be an active nonprofit prior to submitting a grant application.

RESEARCH

Examples of research include but are not limited to needs assessment for populations identified within the Foundation research scans and/or program evaluation within a racial equity framework. Applicants may include more than one form of research in the application.

- Up to \$100,000. Applicants may ask for less than \$100,000 but may not exceed \$100,000 for the total grant period.
- One- to three-year grant period. The proposed project will be completed within a 3-year period.
- Minimum organization operating budget of \$50,000. Please submit your most recent prior year actual operating budget, as well as your current, year-to-date operating budget.
- Nonprofit active status of no less than one year as indicated by your IRS letter of determination.

PROFESSIONAL DEVELOPMENT / TRAINING

Examples of professional development / training include but are not limited to: attending conferences; providing training to staff, collaborative partners, residents, etc.; creating a training curriculum and/or train-the-trainer classes. Applicants may include more than one form of professional development/training in the application.

- Up to \$100,000. Applicants may ask for less than \$100,000 but may not exceed \$100,000 for the total grant period.
- One- to three-year grant period. The proposed project will be completed within a 3-year period.
- Minimum organization operating budget of \$50,000. Please submit your most recent prior year actual operating budget, as well as your current, year-to-date operating budget.
- Nonprofit active status of no less than one year as indicated by your IRS letter of determination.

PROGRAMMATIC OPERATIONS

Examples of programmatic operations include but are not limited to program staff, supplies, equipment, transportation, facilities, and/or consultants. Applicants may include more than one form of programmatic operations in the application.

- Up to \$250,000. Applicants may ask for less than \$250,000 but may not exceed \$250,000 for the total grant period.
- One- to three-year grant period. The proposed project will be completed within a 3-year period.
- Minimum operating budget of \$50,000. Please submit your most recent prior year actual operating budget, as well as your current, year-to-date operating budget.
- Nonprofit active status of no less than one year as indicated by your IRS letter of determination.

MULTI-SECTOR COLLABORATION

Examples of multi-sector collaboration include but are not limited to wraparound services, collective impact, and/or data-sharing technology development and deployment. Applicants may include more than one form of multi-sector collaboration in the application.

- Up to \$500,000. Applicants may ask for less than \$500,000 but may not exceed \$500,000 for the total grant period.
- One- to three-year grant period. The proposed project will be completed within a 3-year period.
- Minimum operating budget of \$50,000. Please, submit your most recent prior year actual operating budget, as well as your current, year-to-date operating budget.
- Nonprofit active status of no less than one year as indicated by your IRS letter of determination.

While you may only submit one application for each funding focus area and must select a single funding category when applying, your proposed project may include components of more than one funding category. For example, a multi-sector collaboration may need to incorporate components of capacity-building and training, but the application will need to be submitted only as a multi-sector collaboration grant of no more than \$500,000. A submission for capacity-building may include professional development elements, but the grant request may not exceed \$10,000. An organization applying in the research category may also include funds for training in their proposal, but the total funding amount requested may not exceed \$100,000. Please choose the funding category that most accurately reflects your proposed project and needs.

Eligibility Criteria

Applicants must meet the following minimum eligibility criteria to be considered for funding. If your organization does not meet the eligibility criteria below, your application will not be reviewed.

Please note, if you are using a fiscal agent, both you and your fiscal agent must meet all the eligibility criteria below. If you are an organization that does not meet eligibility criteria, you may still serve as a collaborative partner in an application; however, you may not serve as the lead applicant.

Basic eligibility requirements include:

- 501(c)3, 509(a)1, or 509(a)(3) designation.
- Organizational operating budget:
 - Capacity building: no minimum annual operating budget
 - Research, Professional Development/Training, Programmatic Operations and Multi-Sector Collaboration Grants: minimum annual operating budget of \$50,000
 - Requests that are between \$10,001 to \$500,000 will need to provide prior year actual operating budget, as well as current, year to date operating budget
- Funded activities are not political in nature, including lobbying, voter registration, legislative campaigns, or other political activities. Please, reach out if you have any questions.
- All funding for the proposed project will benefit the targeted zip codes of 33705, 33711, and/or 33712.
- Longevity of active 501(c)3, 509(a)1, or 509(a)(3) designation
 - Capacity building: no minimum amount of time as a designated active organization; must have active status prior to submission of application.
 - Research, Professional Development/Training, Programmatic Operations and Multi-Sector Collaboration Grants: a minimum of one-year active status
 - IRS determination letter is required for all requests
- Please ensure you are not at risk of tipping; [more information can be found here](#). If you have questions regarding tipping, please, reach out to Julie Rocco, Director of Grants Management and Administration at 727.440.7970 or Julie@healthystpete.foundation.
- If your organization has received Foundation funding previously, you must be in compliance with all grant requirements.

How to Apply

By August 25, 2023, we strongly encourage all applicants to complete the Intent to Apply survey. Doing so will help us better prepare for the review process and assess how many Think Out Loud sessions are needed to accommodate demand. While completing the Intent to Apply survey is optional and not required, it is appreciated. You may access the [Intent to Apply survey here](#).

To serve as a lead applicant and/or fiscal agent, the organization will need to register in the Foundation's grants portal. You may access the grants portal at healthystpete.fluxx.io. All applicants, even if previously registered in the grants portal, must submit a new registration to ensure your most current information is captured. If you have any questions or need assistance with the grants portal during the RFP process, please, reach out to Julie Rocco, Director of Grants Management and Administration, at 727.865.4650 (main office), 727.440.7970 (direct line) or grants@healthystpete.foundation.

You will use the grants portal to submit your application. Please, complete all parts of the application by the submission due date of October 6, 2023, no later than 5:00PM EST. We encourage you to become familiar with the grants portal early in the application process and submit your application with plenty of time to manage any technical difficulties you may have. Please, be sure to save your application throughout the process and hit submit when your grant application is completed. Late or incomplete applications will not be considered for funding and will not be reviewed. A late application is considered any portion of the application received after 5:00PM EST.

Please note that a team of five reviewers comprised of Foundation and Bayfront Health representatives will review and score each application in its entirety.

Submission Options

To afford an equitable opportunity to communicate your proposed project in a format that best showcases your ideas and goals, we are providing three submission options. Submission options include written submission, video submission, or in-person submission. To create an equal chance to share your ideas, a word count and corresponding time limit will be assigned to each section. Please note that some portions of the RFP, including several supporting documents, must be submitted in writing regardless of which submission option you choose. The same scoring rubric will be used for all submission types. Here's a little more information on the three submission options:

Written Submission: The entire application will be completed in the grants portal as a written document that will be read by each reviewer. A word count limit will be included in each section of the application.

Video Submission: Portions of the application will be completed via short videos that will be uploaded into the grants portal and viewed by each reviewer. The sections of the grant application that allow for video submission have a unique link that allows video file types: mp4, wav, and mov. There are also portions of the application that require a written submission. These include impact metrics, budget, timeline, and organizational and demographic information. To ensure an equal amount of opportunity to express your idea, a word count limit and a time limit will be included in each section of the application.

It is important to note the quality of the video will not be scored. We are not asking for professional video submissions. There is no need to hire an expert videographer, create elaborate backdrops, or deploy a drone to capture footage. A simple cell phone video will work. Offering the option for video submission is only to give you the opportunity to share your ideas in this format, if that is your preference. Video and written portions of your application must be completed and submitted by the grant due date of 5:00PM EST October 6, 2023.

In-Person Submission: Portions of the application will be completed via an in-person presentation at the Foundation for a Healthy St Petersburg located at 2333 34th St. South, St Petersburg, FL 33711 between October 2, 2023, and October 6, 2023. The link to sign up for a 60-minute timeslot may be found [on our website](#). The written portions of your application must be completed and submitted by the grant due date of 5:00PM EST October 6, 2023.

Every reviewer will attend each presentation, which will be video recorded and uploaded into the grants portal by Foundation staff. The in-person presentation will be guided by each section of the application and will not allow you to share information outside of application questions. Each section of the application that allows for an in-person presentation will have a time limit. Any portion of the presentation exceeding the time limit assigned to that section will not be reviewed. The reviewers will not ask questions of the presenters. Upon reserving your time for the presentation, should you choose this submission option, you will receive an email with detailed information regarding logistics.

The sections of the grant application that allow for an in-person presentation are clearly marked in the grants portal. There are also portions of the application that must be completed in writing. Written sections include impact metrics, budget, timeline, and organizational and demographic information. To ensure an equal amount of opportunity to express your idea, a word count limit and a time limit will be included in each section of the application.

If you have any questions regarding the submission formats, please contact Julie Rocco, Director of Grants Management and Administration at 727.440.7970 or julie@healthystpete.foundation.

Award Notifications and Payments

Award notifications will be emailed to the lead applicant or fiscal agent the week of December 4, 2023. Award notifications will include a funded partner agreement that will need to be signed by both the Executive Director / President & Chief Executive Officer and the Board Chair and returned to the Foundation no later than January 5, 2024.

The Foundation will provide the first grant payment once the agreement has been signed and returned. Additional payments will be made upon receipt and approval of programmatic and financial reports. A final payment of 5% of the total project budget will be provided upon submission and approval of a final report. The monitoring and reporting instructions will be provided with the award and agreement letter.

All applicants will have the opportunity to review their application score and request a debrief conversation with a member of the review team.

Other Key Dates

Speakers Who Inspire - Dr. Jennifer Mullan: August 17, 2023 [Register Now](#)→

Your Real Stories Theatrical Journalism: October 12, 2023 [Register Now](#)→

Funded Partner Orientation: January 24, 2024 (*Save the date*)

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REQUEST FOR PROPOSALS SECTIONS AND INSTRUCTIONS

The Foundation for a Healthy St. Petersburg and Bayfront Health made a concerted effort to create a RFP process that is clear, transparent, and equitable while also driving deep and focused impact in the South St Petersburg CRA zip codes of 33705, 33711, and 33712. Efforts to promote these values may be found throughout the RFP including multiple submission types, multiple funding categories and broad eligibility criteria, communicating the scoring rubric, establishing shared measurements and metrics, and the provision of documents that will inform and shape your application. Additionally, organizations will have the opportunity to participate in Connection Days and Think Out Loud sessions that may further their alignment with the goals of the RFP and attend related events like Speakers Who Inspire and Your Real Stories, as well.

The RFP is comprised of several sections you will need to complete and submit no later than October 6, 2023, by 5:00PM EST. Because we are using one application for multiple types of funding categories, we understand that the length of applications may vary greatly based on the particular funding request. Please do not make an effort to provide more words than necessary. We understand a proposed capacity-building project may be fully explained with fewer words than a multi-sector collaboration. Time and effort in completing the application should align with the funding amount requested.

The following offers you an overview of each section you will complete in the grants portal:

CONTACT INFORMATION

Name of Organization: the name of the lead applicant. If a fiscal agent is being used, there is another place in the grants portal to enter this information. If you have collaborative partners, there is another place in the grants portal to enter this information.

Location: Primary address of organization

Project Contact: Name of person overseeing the project

Senior Executive: Name of Executive Director or President and Chief Executive Officer

Finance Contact: Name of person overseeing financial operations

Does this project require a fiscal agent? If yes, please complete the organizational information and upload a letter of commitment from the fiscal agent acknowledging this role.

REQUEST SUMMARY

Focus Area: there is a dropdown option to select your focus area of either Mental Health and Wellness for BIPOC or Economic Equity and Justice. It is important to select the correct focus area because the impact section of the grant application is specific to the focus area.

Funding Category: there is a dropdown option to select your funding category. You may only select one funding category (capacity-building, research, professional development / training, programmatic operations, or multi-sector collaboration).

Submission Format: there is a dropdown option to select your submission format (written, video, or in-person).

Project New or Existing: there is a dropdown option to select from the following categories: new project and planning will begin after funding is awarded, new project with planning underway but activities have not started, existing project with activities underway, or other. This information will be used to help assess operational readiness as outlined in the timeline you will submit. We will fund both new initiatives and existing initiatives.

Project Title: name of your proposed project.

Start Date: date your project activities will begin, inclusive of the planning period. All projects must begin no later than the first three months of 2024. Planning activities can demonstrate the start of the project.

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Estimated End Date: date your project period will end based on completion of proposed activities and fully expended budget. Capacity-building grants will require an end date within one year of the start date but may end prior to one year. All other grants may have an end date up to three years after the start date but may be completed sooner than three years.

BIPOC Individuals on Leadership Team: there is a dropdown to check yes or no. We are asking if the executive team of the lead applicant includes individuals who identify as Black, Indigenous, or People of Color.

BIPOC Individuals on Board: there is a dropdown to check yes or no. We are asking if the board of directors of the lead applicant includes individuals who identify as Black, Indigenous, or People of Color.

DEI Policies and Practices: there is a dropdown to check yes or no. We are asking if the lead applicant has policies and practices that support diversity, equity, and inclusion.

BIPOC Serving: there is a dropdown to check yes or no. We are asking if the individuals who will be served by your proposed project identify as Black, Indigenous, or People of Color.

PROJECT DETAILS

Executive Summary: Please, provide a brief project description of your proposed project. The Executive Summary will be used to provide a short overview of your project on our websites, in press releases, and other communications. Consider the Executive Summary similar to an elevator pitch. (Written submission only. No more than 250 words)

Project Description: Please provide a detailed description of the proposed project request. How does your proposed project align with the focus area you have selected? How does the proposed project seek to create solutions reflective of the needs and opportunities presented in the Foundation research scan for your focus area? What services and/or activities will you implement? Who will this work serve and who will benefit from your proposed project? (No more than 750 words or 6 minutes)

Racial Equity Alignment: Please show how your project addresses the following aspects of racial equity: Who will be responsible for overseeing the implementation of the proposed project and is he/she/they representative of the target population and/or trained to be culturally sensitive and responsive? Who will your proposed project serve? How has your proposed project been informed by the individuals it will serve? Do you have a history of working in the geographic target area of zip codes 33705, 33711, and/or 33712? (No more than 750 words or 6 minutes)

Project Team: Please provide the name, title, role, and a brief bio of each individual on your staff who will implement the proposed project. Please also provide a brief description of any roles needed to implement this project that are currently vacant. (No more than 500 words or 4 minutes)

Included Collaborative Partners: Please, select yes or no. If you select yes, please, provide the names of your collaborative partners who will play a significant role in implementing the proposed project. A letter of commitment is required from each collaborative partner that outlines their role within the collaboration. Please upload letters of commitment prior to submitting your application. (No more than 500 words or 4 minutes)

Sectors Involved: Please select the sectors involved in your project by clicking on the tabs.

Operational Readiness: Please describe your ability to implement your proposed project within the project period. Identify challenges that may arise and prevent timely implementation of your proposed project and how you will address those challenges. (No more than 500 words or 4 minutes)

Project Timeline: The project timeline must align with the length of time allowed for the funding category to which you are applying. Please use whatever format you believe best describes your project timeline with consideration for planning, implementation, evaluation, and sustainability. A link to upload your project timeline is provided in the grants portal. (Written submission only. No more than 3 pages)

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Sustainability Plan: Please provide details about how you will sustain the impact of your proposed project beyond the completion of the grant period. Some examples of sustainability are the creation of new revenue streams, ongoing implementation of a practice or workplace policy, or professional development / training that will be integrated into ongoing work. (No more than 500 words or 4 minutes)

Funding Amount Requested: Please indicate the total amount of funding you are requesting. This total amount will span the entire duration of the grant period. Multi-year grants must budget within the total funding amount. There is a realization that each projected budget year may have varying amounts depending on the needs of the proposed project, but the overall budget total will not exceed the funding ceiling for the category for which you are applying.

POPULATION INFORMATION (Written submission only.)

Will your project directly serve individuals: Please answer yes or no. Direct services are personalized and individual services.

If Yes:

Number of Unique/Unduplicated Individuals: How many unique/unduplicated individuals do you anticipate your project impacting? This number should represent the number of people on whom you will be reporting outcomes, metrics, and demographic data.

Number of Duplicated Individuals: How many duplicated individuals do you anticipate your project impacting? This number should represent the number of people who will be utilizing your program or resources several times throughout the grant year. Example – 100 individuals receiving 5 therapy sessions each would mean a duplicated impact of 500 individuals.

Age: Please select all age categories your proposed project will serve.

Gender: Please select all gender categories your proposed project will serve.

Race/Ethnicity: Please select all race/ethnicity categories your proposed project will serve.

Zip Code: Please select all zip codes your project will serve. All funds awarded must be used to serve and/or benefit individuals residing in the South St Pete CRA zip codes of 33705, 33711, and/or 33712.

IMPACT (Written submission only.)

Metrics: Please identify your shared measurements within the options provided. At least one SMART objective will need to be identified for each indicator selected. A SMART objective is Specific, Measurable, Attainable, Realistic, and Timebound. An example of a SMART objective is: By December 2024, 100 individuals will increase their income by 10% as measured by their income before and after workforce training. More information about SMART goals can be found [here](#).

Each application will have two universal shared measurements all funded partners must measure. These measurement systems provide a short, prescribed list of indicators funded partners will select from to identify their targeted improvements.

1. Targeted condition(s) within the [Six Conditions of Systems Change](#).
2. Top three focused priority(ies) within the [2022 Community Health Needs Assessment](#), which include access to health and social services; mental health; and exercise, nutrition and weight.

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Mental Health and Wellness for BIPOC proposed projects will also have two universal shared measurements.

1. Increased access to culturally responsive mental health and wellness care for BIPOC (see [Ecological Systems Perspective](#)).
2. Improved capacity and/or connections of pathways between or within formal and informal partners working towards Mental Health and Wellness for BIPOC (see [pathways](#)).

Economic Equity and Justice proposed projects will also have two universal shared measurements.

1. Increased access to capital (see [Community Capitals Framework](#)).
2. Improved capacity and/or connections of pathways between or within formal and informal partners working towards Economic Equity and Justice (see [pathways](#)).

The [RFP Impact Primer](#) provides a brief overview of the RFP evaluation frameworks and metrics.

If you have additional metrics and SMART goals outside those required, you may include them in the section labeled additional metrics and SMART goals.

EVALUATION

Evaluation Plan: Please provide an evaluation plan that indicates who will be assigned to collect and report progress toward SMART goals. What will be the method(s) used to collect your data? How often will the data be reviewed? How will you use the findings of the data to learn and make project improvements? (No more than 500 words or 4 minutes)

PROJECT BUDGET (Written submission only.)

Final Project Budget: Please use the [budget template provided](#). The budget expenses should align with the proposed project activities and impact. A short budget narrative must be included in each budget line-item request. The budget cumulative total should match your funding request amount.

If you are using outside funding to support the proposed project, please indicate that in the budget template on the second Excel spreadsheet that provides the opportunity to highlight leveraged funds and in-kind supports. Cash and in-kind matching supports are not required to receive a grant. The required budget template is available in the grants portal.

SUPPORTING DOCUMENTS TO BE UPLOADED

- IRS Determination Letter or Organizational Status Verification
- Current Year to Date Operating Budget
- Prior Year Actual Operating Budget
- List of Board of Directors
- Implementation Timeline
- Appendix (Other Documents)

APPENDIX 2

Request for Proposals (RFP) Impact Primer

This document outlines frameworks as well as common goals and measurement systems for our 2023 grantmaking in the areas of Mental Health and Wellness for BIPOC (MHW BIPOC) and Economic Equity and Justice (EE&J). We have identified two shared measurement systems that all grantees will work within. Pulling from our research scans, we have also identified two common goals for each of our strategic grantmaking focus areas. These systems and goals are meant to complement the evaluation plans funded partners will build as part of their applications. They are also aligned with the evaluation frameworks outlined below.

Frameworks Informing Strategic Grantmaking Focus Areas

[Ecological Systems Perspective](#) - This framework will guide the Mental Health and Wellness for BIPOC proposed activities and evaluation. It offers a way to think about issues affecting society by centering the individual (i.e. the human being) and considering how an individual's experience in society may be influenced by the unique systems and resources surrounding them (i.e., social relationships, organizational systems, community systems, and so on).

[Community Capitals Framework](#) - This framework will guide the Economic Equity and Justice proposed activities and evaluation. It offers a way to assess economic development from a systems perspective by focusing on various types of capital within a community.

Definitions

Evaluation - activities that are undertaken to systematically assess and learn about project/initiative effectiveness. Evaluation is more than just final grant or finance reporting, monitoring, and standard due diligence practices.

Shared Measurement System - a common set of measurable goals that reflect priorities. Drawing on a shortlist of indicators will help keep funded partner efforts aligned.

Metrics - the ways in which you plan to measure, communicate about, and/or assess the effectiveness of your program/initiative goals.

IMPACT FLOWCHART

Request for Proposals



APPENDIX 3

Scoring Rubric

The same scoring rubric will be used to assess each application. Each of the five reviewers will review and score every grant application. The cumulative total of the reviewers' scores will be used to inform funding decisions. The highest score an applicant may receive is 500: 100 total points per reviewer x 5 reviewers = 500 points.

#1	PROJECT DESCRIPTION		MAX POINTS
Exceptional	10	The rationale for the proposed project is thoroughly presented, the description flows extremely well, and the alignment with focus area(s) is clear. Features: <ul style="list-style-type: none"> Thorough articulation and connection to how FHSP research scan(s) and CHNA inform the project. 	10
	9	<ul style="list-style-type: none"> Solution responds to opportunities presented in the community. Clear short-term benefits for the target population. Potential for long-term sustainable impact is highly likely. The project description has a clear and cohesive flow. 	
Strong	8	The rationale for the proposed project is strong, flows well, and the project aligns well with the focus area(s). Features: <ul style="list-style-type: none"> The description includes some information about how the project is connected to or informed by the FHSP research scan(s) and CHNA. 	
	7	<ul style="list-style-type: none"> Description of short-term benefits for the target population are mostly clear. Potential for long-term sustainable impact appears achievable. 	
Good	6	Sound articulation of the proposed project that clearly states a need and/or opportunity present within the community, but the connection to FHSP research scans and CHNA is vague.	
	5	Short-term benefits and long-term sustainable impact may not be fully achievable.	
Fair	4	Weak articulation of the proposed project (too specific or too broad). The need and/or opportunity the project addresses is generally stated but the connection to the FHSP research scans and CHNA is missing .	
	3	The outcomes are unlikely to be achieved in the project's current form.	
Poor	2	Poor articulation of the proposed program. No clear focus area alignment. Scan research and CHNA are not used as rationale for proposed program.	
	1	The solution presented is not in response to community opportunities or needs. No short-term benefits were identified and no possibility of long-term impact.	

APPENDIX 3

#2	RACIAL EQUITY		MAX POINTS	
Exceptional	10	Racial equity is clearly embedded as a core value for the project and operationalized through the following elements: <ul style="list-style-type: none"> • Clear FHSP mission alignment. • Target population: zip codes that include South St. Pete CRA and primarily BIPOC. • Cultural responsiveness framework guides the organization and project's goals. 	10	
	9	<ul style="list-style-type: none"> • Strong acknowledgment of diversity in service models. • Organizational leadership (including Board and C-Suite) is largely BIPOC. • Clear understanding that the community served is not a monolith and cultural experiences may differ. • History of trustful experience working with target population. • Lived experience is strongly valued and shapes the project. 		
Strong	8	Racial equity is valued and strongly articulated in the program proposal and considered to be important for serving/working with the project population. Most elements of racial equity are clearly explained or operationalized.		
	7			
Good	6	Racial equity is included and articulated in the program proposal but lacks at least two elements necessary for a strong proposal. Examples of lacking components could include: <ul style="list-style-type: none"> • No strong articulation of a culturally responsive framework in the project. 		
	5	<ul style="list-style-type: none"> • Service model is the same across different populations. • Organizational leadership is not diverse. • No strong history of establishing trusting relationships in the communities serve. • No clear evidence of how lived experience influences the project. 		
Fair	4	Racial equity is appreciated but not clearly articulated in the project proposal. No strong understanding of how to incorporate racial equity into project proposal.		
	3			
Poor	2	Racial equity elements are either not included or are not a part of the program proposal. For example: <ul style="list-style-type: none"> • Not aligned with FHSP mission. • Target population not in the zip codes that include South St. Petersburg CRA nor BIPOC. • No clear understanding of cultural responsiveness. 		
	1	<ul style="list-style-type: none"> • Plan is to serve all clients using same service delivery model, programming, relationship building techniques, etc. • Organizational leadership not diverse at all levels. • Community treated as a monolith. • No history of interaction with target population. • No inclusion of lived experience voices in shaping proposed project. 		

APPENDIX 3

#3	OPERATIONAL READINESS AND COLLABORATION		MAX POINTS
Exceptional	10	<p>The proposed project demonstrates exceptional operational readiness and collaboration(s) that support an extremely high likelihood of project completion during the grant period.</p> <p>As evidenced by the following examples:</p> <ul style="list-style-type: none"> Comprehensive and extremely feasible timeline that shows project completion during the grant period (No/very little foreseeable adjustments needed). 	10
	9	<ul style="list-style-type: none"> Compelling proposal that includes committed collaboration that aligns with project impact. FULL capacity to complete project as indicated by 1) clear roles for project staff, 2) right people with the right experience for those roles. Appropriateness of multiple sectors involvement (non-profit, government, religious org., etc.). 	
Strong	8	<p>The proposed project demonstrates strong operational readiness and collaboration that mostly support a high likelihood of project completion during the grant period. However, one aspect of operational readiness may be unclear or vague.</p>	
	7	<p>The proposed project demonstrates strong operational readiness and collaboration that mostly support a high likelihood of project completion during the grant period. However, one aspect of operational readiness may be unclear or vague.</p>	
Good	6	<p>The proposal includes good operational readiness and collaboration that somewhat supports the likelihood of project completion during the grant period. However, two aspects of operational readiness may be unclear, vague, non-realistic, or missing.</p>	
	5	<p>The proposal includes good operational readiness and collaboration that somewhat supports the likelihood of project completion during the grant period. However, two aspects of operational readiness may be unclear, vague, non-realistic, or missing.</p>	
Fair	4	<p>The proposed project demonstrates fair operational readiness and collaboration that minimally supports the likelihood of project completion during the grant period. However, three aspects of operational readiness may be unclear, vague, non-realistic, or missing.</p>	
	3	<p>The proposed project demonstrates fair operational readiness and collaboration that minimally supports the likelihood of project completion during the grant period. However, three aspects of operational readiness may be unclear, vague, non-realistic, or missing.</p>	
Poor	2	<p>The proposed project demonstrates poor operational readiness and collaboration that do not support timely project completion. Four or more aspects are unclear, vague, non-realistic, or missing.</p>	
	1	<p>The proposed project demonstrates poor operational readiness and collaboration that do not support timely project completion. Four or more aspects are unclear, vague, non-realistic, or missing.</p>	

APPENDIX 3

#4A	UNIVERSAL IMPACT METRIC: SYSTEMS CHANGE		MAX POINTS
Exceptional	10	Objective presented follows SMART guidelines and fulfills all 5 SMART characteristics. S - Specific What will be accomplished? What actions will you take? M - Measurable What data will measure the goal? (How much? How well?	10
	9	A - Achievable Is the goal doable? Do you have the necessary skills and resources? R - Relevant How does the goal align with broader goals? Why is the result important? T - Time-Bound What is the time frame for accomplishing the goal?	
Strong	8	Objective presented mostly follows SMART guidelines but may only fulfill 4 SMART characteristics.	
	7		
Good	6	Objective presented somewhat follows SMART guidelines but may only fulfill 3 SMART characteristics.	
	5		
Fair	4	Objective presented minimally follows SMART guidelines but may only fulfill 2 SMART characteristics.	
	3		
Poor	2	Objective not articulated or the objective does not follow SMART guidelines.	
	1		

#4B	UNIVERSAL IMPACT METRICS: CHNA		MAX POINTS
Exceptional	10	Objective presented follows SMART guidelines and fulfills all 5 SMART characteristics. S - Specific What will be accomplished? What actions will you take? M - Measurable What data will measure the goal? (How much? How well?	10
	9	A - Achievable Is the goal doable? Do you have the necessary skills and resources? R - Relevant How does the goal align with broader goals? Why is the result important? T - Time-Bound What is the time frame for accomplishing the goal?	
Strong	8	Objective presented mostly follows SMART guidelines but may only fulfill 4 SMART characteristics.	
	7		
Good	6	Objective presented somewhat follows SMART guidelines but may only fulfill 3 SMART characteristics.	
	5		
Fair	4	Objective presented minimally follows SMART guidelines but may only fulfill 2 SMART characteristics.	
	3		
Poor	2	Objective not articulated or the objective does not follow SMART guidelines.	
	1		

APPENDIX 3

#4C		UNIQUE IMPACT : COMMUNITY CAPITAL OR ECOLOGICAL SYSTEMS	MAX POINTS
Exceptional	10	Objective presented follows SMART guidelines and fulfills all 5 SMART characteristics. S - Specific What will be accomplished? What actions will you take? M - Measurable What data will measure the goal? (How much? How well?	10
	9	A - Achievable Is the goal doable? Do you have the necessary skills and resources? R - Relevant How does the goal align with broader goals? Why is the result important? T - Time-Bound What is the time frame for accomplishing the goal?	
Strong	8	Objective presented mostly follows SMART guidelines but may only fulfill 4 SMART characteristics.	
	7		
Good	6	Objective presented somewhat follows SMART guidelines but may only fulfill 3 SMART characteristics.	
	5		
Fair	4	Objective presented minimally follows SMART guidelines but may only fulfill 2 SMART characteristics.	
	3		
Poor	2	Objective not articulated or the objective does not follow SMART guidelines.	
	1		

#4D		UNIQUE IMPACT METRICS: PATHWAY CONNECTIONS	MAX POINTS
Exceptional	10	Objective presented follows SMART guidelines and fulfills all 5 SMART characteristics. S - Specific What will be accomplished? What actions will you take? M - Measurable What data will measure the goal? (How much? How well?	10
	9	A - Achievable Is the goal doable? Do you have the necessary skills and resources? R - Relevant How does the goal align with broader goals? Why is the result important? T - Time-Bound What is the time frame for accomplishing the goal?	
Strong	8	Objective presented mostly follows SMART guidelines but may only fulfill 4 SMART characteristics.	
	7		
Good	6	Objective presented somewhat follows SMART guidelines but may only fulfill 3 SMART characteristics.	
	5		
Fair	4	Objective presented minimally follows SMART guidelines but may only fulfill 2 SMART characteristics.	
	3		
Poor	2	Objective not articulated or the objective does not follow SMART guidelines.	
	1		

APPENDIX 3

#5	EVALUATION		MAX POINTS
Exceptional	10	The proposal includes a thorough articulation of anticipated results/success and includes a robust description of data and methods. Examples of details in a strong evaluation, data, and monitoring plan are:	10
	9	<ul style="list-style-type: none"> • Data collection plan • How will progress be measured? • Who will collect data? • How will data be collected? • Are feedback loops included? 	
Strong	8	The proposal includes a strong articulation of anticipated results/success, but the plan lacks one or two minor details about data or methods. Strong likelihood of timely project completion.	
	7		
Good	6	The proposal includes a good articulation of results/success but is missing more than two important details about data methods. Good likelihood of timely project completion.	
	5		
Fair	4	The success of the program is difficult to determine or is flawed by unmeasurable outcomes, inappropriate methods, or lack of useful data collection. Fair likelihood of timely project completion.	
	3		
Poor	2	The evaluation plan is missing or unusable . Timely project completion is unlikely .	
	1		

APPENDIX 3

#6	SUSTAINABILITY		MAX POINTS	
Exceptional	10	<p>Ample evidence (3+) is presented that the program or its impact can be sustained locally, beyond the grant period (if evaluation results warrant).</p> <p>Evidence of sustainability can include:</p> <ul style="list-style-type: none"> • Creating a new revenue stream • Teaching/knowledge capital (i.e., people carry it with them, valuable contributions to research or informs decision making • Strategies to maintain collaboration(s) • Contributes to internal policies/practices that advance racial equity • Data systems continue • New mental models (i.e., new ways of thinking) are promoted in community spaces 	10	
	9			
Strong	8	The proposal provides at least two pieces of evidence that the program or its impact can be sustained locally, beyond the grant period.		
	7			
Good	6	One piece of evidence is presented that the program or its impact can be sustained locally, beyond the grant period.		
	5			
Fair	4	Plans for the future are stated as assumptions without supporting arguments/evidence.		
	3			
Poor	2	No meaningful plan is presented that the program or its impact can be sustained locally, beyond the grant period.		
	1			

APPENDIX 3

#7	BUDGET JUSTIFICATION		MAX POINTS
Exceptional	10	Funding aligns perfectly with needs and goals (total makes sense) and an exceptional justification for overall project. There is clear alignment with the activities, personnel, and requests. Collaborative partnerships are included and match the budget when there is a collaborative need for funding. No line items in the budget seem excessive.	10
	9	In addition, applicant did not ask for any unallowable expenses including: <ul style="list-style-type: none"> • Fiscal agent fee is no more than 10% • Funding for a separate evaluation no more than 15% • No political activity 	
Strong	8	Budget mostly aligns with needs and goals (total mostly makes sense) and a strong justification for overall project. May be vague on one or two elements presented, including budget narrative or justification for a certain expense.	
	7		
Good	6	Budget somewhat aligns with needs and goals (total mostly makes sense) and a good justification for overall project. May be vague on three or four elements presented, including budget narrative or justification for a certain expense.	
	5		
Fair	4	Budget minimally aligns with needs and goals (total mostly makes sense) and a fair justification for overall project. May be vague on 5 or more elements presented, including budget narrative or justification for a certain expense.	
	3		
Poor	2	No budget submitted or major components of the budget are missing (i.e., line item estimates, overall total, etc) or there are major gaps in the budget that indicate poor planning (i.e., extremely high or low estimates).	
	1		



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