



Foundation for a
Healthy St. Petersburg

HEALTHY PEOPLE 2025: MULTI-SECTOR COLLABORATIONS

**REQUEST FOR LETTERS OF INTEREST (RLOI)
ISSUED BY: FOUNDATION FOR A HEALTHY
ST. PETERSBURG IN PARTNERSHIP WITH
ORLANDO HEALTH BAYFRONT HOSPITAL**

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Overview

The Foundation for a Healthy St. Petersburg (FHSP) and Orlando Health Bayfront Hospital (OHBH) are continuing to align funding strategies to significantly increase the local grant funding pool and deepen the impact of investment in the South St. Petersburg community. Together, this partnership, between Foundation for a Healthy St. Petersburg and Orlando Health Bayfront Hospital will jointly award up to \$250,000 to four (4) multi-sector collaborations for a total of \$1,000,000, serving individuals residing in 33705, 33711, and 33712.

Through this opportunity, FHSP and OHBH seek to partner with multi-sector collaborations working to address the Social Determinants of Health through a systems change approach. These three key elements, multi-sector collaboration, Social Determinants of Health, and systems change, are critical to long-term, sustained impact. This Request for Letters of Interest will allow us to identify up to four collaborations that will be invited to convene and apply for funding.

INTRODUCTION

Foundation for a Healthy St. Petersburg and Orlando Health Bayfront Hospital are seeking Letters of Interest from organizations, coalitions, and community-based groups to design and implement a multi-sector collaboration that addresses systems change within the framework of Social Determinants of Health (SDOH). The collaborations will particularly focus on promoting health equity by advancing racially equitable health outcomes in South St. Petersburg. This collaboration must use data to inform its strategic approach, and applicants must specify the SDOH determinant(s) their collaboration will focus on. The goal is to develop actionable, sustainable, and evidence-based solutions that drive measurable improvements in health outcomes while addressing systemic inequities. The collaborations will focus efforts in the Foundation's priority zip codes of 33705, 33711, and 33712.

PURPOSE OF THE REQUEST FOR LETTERS OF INTEREST

The purpose of this Request for Letters of Interest is to invite lead applicants to propose innovative strategies that leverage multi-sector partnerships to advance systemic change in one or more of the following SDOH determinants:

- **ECONOMIC STABILITY:** Refers to an individual's ability to access financial resources, including income, employment, and financial security. It influences health by determining access to basic needs such as food, housing, and healthcare.
- **EDUCATION:** Encompasses access to quality early childhood education, primary, secondary, and higher education, as well as opportunities for lifelong learning. Higher levels of education are linked to better health outcomes due to increased health literacy, employment opportunities, and social mobility.

TIMELINE AT A GLANCE

HEALTHY PEOPLE 2025 OPENING EVENT:

April 23, 2025 at Center for Health Equity from 8:30AM – 11:00AM EST

REQUEST FOR LETTERS OF INTEREST RELEASE DATE:

April 23, 2025 after 12:00PM EST

LETTERS OF INTEREST DUE DATE:

May 27, 2025 no later than 5:00PM EST

NOTIFICATION OF INVITATION TO SUBMIT A FULL PROPOSAL:

Week of June 23, 2025

SELECTED APPLICANTS COMPLETE FULL APPLICATION:

July 10, 2025 to August 22, 2025

FULL APPLICATION DUE DATE:

August 29, 2025 by 5:00PM EST

AWARD DATE:

Week of October 6, 2025

- **SOCIAL AND COMMUNITY CONTEXT:** Focuses on the social environment, including relationships with family, friends, and community, as well as social cohesion and support systems. A strong social network can improve mental health, reduce stress, and increase access to resources.
- **HEALTH CARE ACCESS AND QUALITY:** Refers to the availability and affordability of medical services, as well as the quality of care provided. Access to preventive care, treatment, and healthcare professionals directly affects an individual's overall health and well-being.
- **NEIGHBORHOOD AND BUILT ENVIRONMENT:** Involves the physical environment in which people live, including access to safe housing, clean air, water, transportation, and recreational spaces. A healthy neighborhood environment can promote physical activity, reduce exposure to hazards, and foster overall health.

Lead applicants are expected to demonstrate how the proposed multi-sector collaboration will address their chosen determinant(s), promote health equity, and center systems change. The collaboration must focus on eliminating health disparities and mobilizing resources in the Foundation's priority zip codes of 33705, 33711, and 33712. Data should be used to inform the strategic approach and to ensure that solutions are inclusive, equitable, and targeted where the need is greatest and opportunities to address the conditions that hold the problem in place are presented.

Healthy People Approach

OUR APPROACH

Foundation for a Healthy St. Petersburg and Orlando Health Bayfront Hospital are committed to advancing health equity and improving the well-being of our community. As we work to address the complex and multifaceted challenges that impact the health of our residents, we recognize that true progress requires a comprehensive and collaborative approach. This is why we are calling for Letters of Interest (LOI) from nonprofit lead applicants who are committed to addressing the social determinants of health (SDOH) and driving systems change through multi-sector collaborations.

At the heart of our approach is the belief that health is not solely determined by access to medical care, but by a wide range of factors that shape people's lives -- what are known as the social determinants of health. These factors include such areas as education, income, housing, employment, social support, and access to healthy food and transportation. We believe that improving these underlying factors is essential to achieving meaningful, long-term improvements in health outcomes for all members of our community.

Health inequities, which result from systemic disparities in these social and environmental conditions, are a direct consequence of deep-rooted historical and structural factors. These inequities disproportionately affect residents in South St. Petersburg. We know that addressing these issues requires more than policy changes. It also demands shifts in the systems, structures, and mental models that perpetuate inequities.

WHY MULTI-SECTOR COLLABORATIONS?

To achieve the transformation we seek, we must work together in new and innovative ways. Health issues cannot be solved in isolation. Addressing them requires a collective effort from a variety of sectors, including nonprofits, government and quasi-government, business, philanthropy, and faith-based. We are seeking Letters of Interest from multi-sector collaborations that bring together organizations, community leaders, and stakeholders from diverse areas to create sustainable, systemic solutions that seek to co-own the issues, solutions, and implementation of the solutions.

By fostering partnerships across sectors, we are better positioned to leverage resources, share expertise, and create solutions that are more holistic and impactful. A multi-sector collaboration brings together diverse expertise, resources, and perspectives, creating a holistic approach to solving complex issues like health

inequities. The engagement of multiple sectors creates collaborations that can address the root causes of social determinants of health more effectively than isolated efforts. This collective impact fosters shared responsibility, leverages synergies, and enables the pooling of resources to implement comprehensive, sustainable solutions that benefit entire communities. Ultimately, multi-sector collaborations lead to more equitable, inclusive, and lasting change by aligning the efforts of interest holders with varying strengths and capabilities.

SYSTEMS CHANGE AS A CATALYST FOR HEALTH EQUITY

At the core of our mission is systems change—the process of transforming the structures, policies, and practices that perpetuate social inequities and health disparities. Rather than solely focusing on treating symptoms or offering short-term solutions, systems change works to transform the social and environmental conditions that hold these problems in place. By tackling these root causes, we begin to remove the barriers that prevent progress toward systems change. This approach not only underscores the importance of addressing immediate needs but also shifts the systems that have historically reinforced inequities, ensuring more sustainable, long-term improvements that create equitable opportunities for all.

The work to create systems change happens in the “upstream” of a problem’s continuum and seeks to understand and address the root causes of its existence. It’s an approach that addresses the conditions that allow a problem to persist. Surface change, a different and equally popular approach, focuses on solving a problem’s negative consequences. While both approaches are important, the differences in the outcomes they produce are defining. Think of the challenges our community comes together to solve as a persistent cough a patient has been enduring for months. A surface change approach would be to prescribe a medication that suppresses the cough and provides temporary relief. A systems change approach would recognize that the cough is a symptom of a more complex illness and seek a solution that cures the cough by treating its underlying cause.

We recognize that systems change is a long-term commitment. When approached intentionally, systems change can lead to lasting improvements. By integrating systems change into our work, we are not just alleviating symptoms; we are addressing the fundamental drivers of health inequity and collectively working toward the advancement of better health outcomes for all, regardless of race.

THE IMPACT OF THIS APPROACH

The impact of a multi-sector, systems-change approach is transformative. By collaboratively addressing the social determinants of health, we can foster an environment where every individual, regardless of race, has the opportunity to lead a healthy and fulfilling life. Systems change will help establish policies, practices, and frameworks that ensure fair access to resources and improve the alignment of services.

Ultimately, the goal is to create a more resilient and sustainable community—one where health disparities are minimized, and every individual has the resources and support they need to reach their full potential. This approach requires commitment, collaboration, and an unwavering dedication to equity. As such, we seek applicants who are eager to engage in this transformative work, who are driven to address the root causes of health inequities, and who believe that lasting change is achievable through collective action. We invite you to submit a Letter of Interest if your organization is committed to these values and is prepared to lead in a collaborative, systems-change initiative that addresses the social determinants of health and promotes health equity in our community.

TOGETHER WITH OUR COMMUNITY

In our approach to this Request for Letters of Interest (RLOI), we aim to select up to four innovative and impactful projects that will be invited to submit a full application for funding. These selected projects may seek thought partnership with members of the Foundation’s Research, Evaluation, and Learning team, Impact team, and/or Grants team. The Grants team will facilitate the deployment of Foundation resources requested by the collaborations, should a collaboration seek additional support while crafting their final application.

Grant Eligibility Criteria

Lead applicants must meet the following minimum eligibility criteria to be considered for the opportunity to be invited to apply for funding. If your organization does not meet the eligibility criteria below, your application will not be reviewed.

Basic eligibility requirements include:

- You may apply for these funds if you have never been a funded partner of the Foundation or if you are a current funded partner, fiscal agent, and/or subcontractor within a currently funded grant.
- Must have an active 501(c)3, 509(a)1, or 509(a)(3).
- Must have the designation of a tax-exempt organization for a minimum of one year as indicated by the date the IRS officially established the organization as such.
- FHSP will not fund activities that are 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 multi-sector collaboration will benefit organizations serving the priority zip codes of 33705, 33711, and/or 33712.
- If your organization has received Foundation funding previously, you must be in compliance with all grant and/or racial equity loan requirements.

We understand the lead applicant may not necessarily be the organization leading the multi-sector collaboration, particularly if the lead organization does not meet the criteria to apply as a lead applicant. For instance, if a business is leading the collaboration, they are not eligible to apply so one of the collaborative partners meeting the eligibility criteria would need to serve as the lead applicant. In other words, we realize the lead applicant and the lead organization for the collaborative may not be one in the same. We also recognize they may be one in the same. Either structure meets the requirements of this opportunity.

Please note, an organization may apply as a lead applicant AND be included as a collaborative partner on other projects.

How to Apply

All Letters of Interest are due no later than May 27, 2025, 5:00PM EST.

To serve as a lead applicant, the organization will need to register in the Foundation's grants portal. You may access the grants portal at www.healthystpete.fluxx.io. You may find a video tutorial on the use of [Fluxx here](#). Please, be sure to include an email and a mobile number in your registration as it is the timeliest means of reaching you should a member of the Foundation's team need to connect with you. If you have any questions or need assistance with the grants portal during the application process, please, reach out to Olivia London, Senior Grants and Program Associate, at 727.440.7957 or olivia@healthystpete.foundation.

You will use the grants portal to submit your Letter of Interest. Please, complete all parts of the application by the submission due date of May 27, 2025, 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 application is completed. We encourage you to create your application in Word and copy and paste it into the grants portal. This will minimize accidental loss of your application should you close the grants portal before saving your work. 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. Emailed applications, or any portions thereof will not be reviewed. For video instructions detailing the use of Fluxx while specifically completing this grant application and its required fields, [please click here](#).

All Foundation team members will remain in a cone of silence regarding this opportunity until the decision to invite organizations to complete the full grant application has been made and announced. As such, all questions regarding the content of this request must be submitted in writing. Please, direct all questions in writing to grants@healthystpete.foundation. Questions will be answered in writing. All questions and answers will be posted to the Foundation's website on a weekly basis.

Please note that a team of four reviewers comprised of Foundation for a Healthy St. Petersburg and Orlando Health Bayfront Hospital representatives will review and score each eligible application submitted in its entirety.

AWARD NOTIFICATIONS AND PAYMENTS

Notifications inviting lead applicants and their partners to participate in the submission of a final grant application will be emailed to the lead applicant the week of June 23, 2025. Notifications will require acknowledgement no later than July 6, 2025, from the Executive Director / President & Chief Executive Officer and Board Chair to affirm acceptance of the invitation to pursue funding.

The final grant application will be submitted by the lead applicant no later than August 29, 2025, by 5PM EST and grant awards will be made the week of October 6, 2025. The first grant payment will be issued once the agreement has been fully executed and returned to the Foundation. Additional payments will be made upon receipt and approval of programmatic and financial grant 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 funded partner grant agreement.

We anticipate duration of the award to be a one to two-year time period with consideration for continued funding upon completion of the initial funding period.

FINAL SUBMISSION OF GRANT APPLICATIONS

The multi-sector collaborations invited to apply for grant funding will be required to submit a full application inclusive of projected use of funds up to \$250,000 for a one- to two-year project period. Additionally, the identification of project goals and outcomes, using the [Waters of Systems Change](#) framework, will be included in the grant application.

The time between receipt of the invitation to apply for a grant the week of June 23, 2025, and the due date of August 29, 2025, will be used to create the total project budget with the additional \$250,000, identify project goals and outcomes, and consider the addition of new collaborative partners. As you move through this process, Julie Rocco, Senior Director of Grants Management and Administration, and Olivia London, Senior Grants and Program Associate, will be available to assist.

APPENDIX 1

HEALTHY PEOPLE REQUEST FOR LETTERS OF INTEREST SECTIONS AND INSTRUCTIONS

Foundation for a Healthy St. Petersburg and Orlando Health Bayfront Hospital made a concerted effort to create a Request for Letters of Interest 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, 33712. Effort has also been made to provide the opportunity to co-create beyond the initial submission of the Letters of Interest to allow for exploration of innovative partnerships, deeper impact, and expanded mobilization of diverse experiences, expertise, and resources.

The Request for Letters of Interest is comprised of several sections you will need to complete and submit no later than May 27, 2025, by 5:00PM EST.

Please note, a proposed budget request will not be included as part of the submission of Letters of Interest. Instead, you will be asked to share information about the current resources already in place to support collaboration. The request for an allocation of up to \$250,000 will occur during the submission of your final grant application.

THE REQUEST FOR LETTERS OF INTEREST

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

CONTACT INFORMATION: LEAD APPLICANT

- **Name of Organization:** The name of the organization.
- **Location:** Primary address of organization
- **Project Contact:** Name of person overseeing the project
- **Senior Executive:** Name of Executive Director or President/Chief Executive Officer
- **Finance Contact:** Name of person overseeing financial operations

ORGANIZATIONAL INFORMATION: LEAD APPLICANT

- **Year Organization Established**
- **Mission Statement**
- **2024 Fiscal Year Total Revenue**
- **Zip code(s) served:** 33705, 33711, 33712, other
- **Zip code(s) where the nonprofit's office(s) is/are located:** 33705, 33711, 33712, other

REQUEST SUMMARY: LEAD APPLICANTS

- **Project Title:** Identify the name of your project
- **Short Project Description:** (No more than 248 characters) A brief overview of your proposed project.
- **Start Date:** November 1, 2025 – all projects will begin on this date
- **End Date:** To Be Determined during submission of final application

APPENDIX 1 (CONTINUED)

LETTERS OF INTEREST: LEAD APPLICANTS

Lead applicants are requested to submit a Letter of Interest no longer than five (5) pages that includes:

- **Executive Summary:** Please, briefly describe your proposed collaboration, including the SDOH determinant(s) being addressed, key partners, and your strategy for promoting health equity through a systems change initiative.
- **Systems Change Approach:** Please, briefly explain the underlying factors or systemic barriers contributing to the problem the collaboration aims to address and provide supporting data to back up your analysis.
- **Organizational Overview:** Please, outline your organization's mission, experience and capacity to lead the multi-sector collaboration.
- **Collaboration Strategy:** Please, explain your approach to building the multi-sector collaboration, addressing systemic inequities, and engaging community residents in the process.

In addition to the Letter of Interest from the lead applicant, please list your collaborative partners below and submit a letter of commitment from each identified collaborative partner.

- **Identified Multi-Sector Collaborative Partners:** Please, provide a letter of commitment no longer than two (2) pages from each partner that outlines their roles, responsibilities, and resources committed to the proposed collaboration.

There will be a link in the grants portal for you to upload the Letter of Interest from the lead applicant and letters of commitment from each collaborative partner.

BUDGET AND BUDGET NARRATIVE: LEAD APPLICANT

Please, complete the budget template form that indicates the current financial value of resources the multi-sector collaboration has already mobilized and will leverage for this opportunity during your anticipated project period of 1- to 2-years. There is no need to create a projected budget for the allocation of the \$250,000 that will be granted through this funding opportunity. That budget will be developed after receipt of an invitation to apply for funding and during the submission of a full grant application.

There is a link in the grants portal to download the budget sheet template and upon its completion another link to upload the document.

SUPPORTING DOCUMENTS TO BE UPLOADED: LEAD APPLICANT

- **Letter(s) of Commitment:** Upload a letter of commitment for each collaborative partner you have listed. You may upload them all as one single document or one at a time, whichever you prefer.
- **IRS Determination Letter or Organizational Status Verification**
- **Organization Annual Financials:** Please provide your 2024 Income Statement/Statement of Activities: Flow of revenue and expenses for the year.
- **List of Board of Directors**

APPENDIX 2

EVALUATION RUBRIC FOR NONPROFIT LEAD APPLICANTS ONLY

Total of 100 Points

CRITERIA	MAX POINTS	SCORE RANGE	DESCRIPTION
<p>Executive Summary</p> <p>Brief overview of proposed collaboration, SDOH determinant(s), key partners, and health equity strategy</p>	20	16-20	Exceeds Expectations: Clearly articulates the collaboration's goal, details the SDOH determinants being addressed, outlines all key partners, and presents a robust, actionable strategy for health equity and systems change.
		11-15	Meets Expectations: Clearly articulates the collaboration's goal, SDOH determinants addressed, key partners, and a health equity strategy, but may lack some detail or specificity.
		6-10	Partially Meets Expectations: Provides a vague or incomplete description of the collaboration, SDOH determinants, key partners, or health equity strategy.
		1-5	Does Not Meet Expectations: Lacks clear or relevant information on the collaboration's goal, SDOH determinants, partners, or strategy.
<p>Systems Change Approach</p> <p>Explanation of systemic barriers and supporting data</p>	20	16-20	Exceeds Expectations: Provides a comprehensive and insightful analysis of systemic barriers contributing to the issue, supported by strong, relevant data.
		11-15	Meets Expectations: Provides a clear analysis of systemic barriers, supported by relevant data.
		6-10	Partially Meets Expectations: Provides a limited or unclear analysis of systemic barriers, with minimal or weak supporting data.
		1-5	Does Not Meet Expectations: Fails to clearly analyze systemic barriers, or lacks supporting data
<p>Organizational Overview</p> <p>Mission, experience, and capacity to lead the multi-sector collaboration</p>	20	16-20	Exceeds Expectations: Provides a detailed description of the organization's mission, significant experience, and strong capacity to lead the collaboration, with specific examples of past successes.
		11-15	Meets Expectations: Provides a clear description of the organization's mission, relevant experience, and capacity to lead the collaboration, with some examples.
		6-10	Partially Meets Expectations: Provides a basic description of the organization's mission and experience, but lacks sufficient details or evidence of capacity to lead the collaboration.
		1-5	Does Not Meet Expectations: Does not adequately describe the organization's mission, experience, or capacity to lead the collaboration.

APPENDIX 2 (CONTINUED)

CRITERIA	MAX POINTS	SCORE RANGE	DESCRIPTION
<p>Collaboration Strategy</p> <p>Approach to building the multi-sector collaboration, addressing inequities, and engaging community residents</p>	20	16-20	Exceeds Expectations: Clearly outlines a comprehensive, actionable, and inclusive strategy for building the collaboration, addressing systemic inequities, and engaging community residents meaningfully.
		11-15	Meets Expectations: Provides a clear and feasible strategy for building the collaboration, addressing inequities, and engaging community residents, but lacks some detail or inclusivity.
		6-10	Partially Meets Expectations: Provides a general or underdeveloped strategy for collaboration, addressing inequities, and community engagement.
		1-5	Does Not Meet Expectations: Fails to adequately address strategies for collaboration, systemic inequities, or community engagement.
<p>Letters of Commitment from Collaborative Partners</p>	20	16-20	Exceeds Expectations: Letters from all identified partners clearly outline their roles, responsibilities, and resources committed, demonstrating strong and specific collaboration.
		11-15	Meets Expectations: Letters from partners outline their roles, responsibilities, and resources committed, but may lack some detail or specificity.
		6-10	Partially Meets Expectations: Letters from partners are vague, incomplete, or do not fully outline their roles, responsibilities, or committed resources.
		1-5	Does Not Meet Expectations: No letters of commitment, or letters do not provide sufficient information about roles, responsibilities, or resources.

APPENDIX 3

ADDITIONAL RESOURCES

- [Weekly Challenger Article by Dr. Kanika Tomalin](#)
- [FHSP South St. Pete Health Equity Profile](#)



Foundation for a
Healthy St. Petersburg

healthystpete.foundation

727-865-4650