

2021 Responsive Grants - Call for Ideas: Now Accepting Proposals



The mission of the Greater Rochester Health Foundation (Health Foundation) is to pursue and invest in solutions that build a healthier region where all people can thrive. Our mission reflects our view of health, following the World Health Organization's definition, as "a state of complete physical, mental, and social well-being and not merely the absence of disease or infirmity." Our mission also speaks to our primary organizational value of equity: to achieve justice and fairness in health resources and outcomes, we seek to disrupt the conditions that result in racial and other health inequities in our nine-county region.

We define health inequities as differences or disparities in health status between socially advantaged and disadvantaged/marginalized groups resulting from systematic and unfair access and availability of resources and opportunities – which in turn harmfully affects all areas of health. Factors driving health inequities within our communities include, but are not limited to: structural racism, discrimination, generational poverty, neighborhood segregation, and unequal access to economic opportunities, high quality education, nutritious food, and culturally responsive care. The COVID-19 pandemic and violence against people of color have further revealed the depth of these inequities, yet our response as a region can present a path forward in collective action to invest in community health and combat injustice.

WHAT WE SEEK TO DO

Many of you have partnered with us on our Community Health and Opportunity Grants. In place of those offerings in 2021, we are broadening our Responsive Grant opportunities to address unmet needs within populations, such as communities of color/indigenous communities, children and adults impacted by poverty, persons with disabilities, LGBTQIA+ persons, rural residents, immigrants/refugees and older adults.

Through **Call for Ideas**, we are looking to advance our investment in innovative, partnered work that reimagines systems, programs, and services to disrupt inequities and rebuild stronger, healthier communities.

We understand that only 20% of health occurs in the medical setting. The other 80% is influenced, often negatively, by systems and policies that create inequities, neighborhoods that lack needed resources, and power imbalances that prevent communities from having control of their own health.

We also know that there are leaders and community members working on the ground to achieve change in these areas, but many are untapped and/or under-resourced. Together, we can change that!

OUR FOCUS

The Health Foundation looks to partner with communities and organizations to address identified community health needs. We are guided in this work by the following goals:

- Support projects and organizations responding to community needs and inequities central to or worsened by the COVID and systemic racism pandemics, and that support the path to rebuilding and reimagining systems in more equitable ways.
- Support communities to address their self-identified priority health needs and implement co-created solutions that address health-inequities through changes in systems, practices, and services.
- Ensure client/consumer/resident voices are part of the planning and on-going implementation process of supported projects (meeting a need vs. a program in search of clients).
- Support innovative ideas and projects that have clear objectives, are intentional about learning from the work, and have the flexibility to adjust to changes.
- Share what we and our partners are learning from supported projects to promote synergy and collaboration.

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WHAT WILL WE FUND?

We will fund projects, programs/services, advocacy, and general operational needs to support historically marginalized communities and ones impacted by health inequities such as: Communities of color/indigenous communities, children and adults impacted by poverty, persons with disabilities, LGBTQIA+ persons, rural communities, immigrants/refugees and older adults. (These are examples and not meant to represent a complete list).

PLEASE NOTE WE DO NOT FUND CAPITAL ONLY or CONSTRUCTION PROJECTS. If you have any questions regarding your idea, please contact us.

WHO MAY APPLY?

We are committed to partnering with a broad representation of organizations/entities of all types and sizes - human service agency, faith-community, government agency, educational institution, civic organization etc. (These are examples and not meant to represent a complete list).

Applicants must be a non-profit located (or providing service) in one of the nine counties in our area of service: Genesee, Livingston, Monroe, Ontario, Orleans, Seneca, Wayne, Wyoming, and Yates.

Current and past grantees are eligible to apply.

SUBMISSION PROCESS

We greatly appreciate the feedback provided by organizations who recently applied for funding via conversations and with the survey. We heard you and have worked to incorporate your ideas to improve our process.

We acknowledge the often-burdened schedules and competing priorities that many of our partners face. The Call for Ideas process seeks to balance demands on applicants' time with information needed for informed and equitable decision making. The submission process will take place in two stages: The first stage is the submission of the Idea Proposal and if selected the second will include a full proposal. The Idea Proposal provides a brief (no more than three (3)-page, single-spaced) overview of the idea, issue or need. All submissions will be reviewed, and selected organizations will then be invited to participate in Stage Two, where organizations will be asked to provide additional details and planning information in a Full Proposal. Awards are anticipated to be \$25,000 to \$500,000 over a one- (1) to five- (5) year period.

GUIDANCE TO SUBMIT CALL FOR IDEAS

Please answer all questions below within your document.

- Formatting: (3) pages single-spaced or (6) pages double-spaced with 12 pt. font. We are asking you to limit the length of your proposal in our attempt to increase access for more organizations and lessen the amount of effort it takes to initially share your idea with us.
- Please click [here](#) for instructions on how to register for our portal and submit your Ideas Proposal. Please read the instructions completely.

Contact information: If you have any questions, please feel free to contact Monica Brown, senior program officer at (585) 258-1710, Hannah Stark, associate program officer at (585) 258-1703 or via email at ideas@thegrhf.org. For more information about the Health Foundation, please visit www.thegrhf.org.

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IDEA PROPOSAL

Idea Proposal narrative: *“What is the wrong you intend to right?”*

Cover pages should include the following information (This information does not count towards the three-page single/six-page double-spaced total).

Organization:

Project Title:

Project Director: name, title, email address and phone number

CEO/Executive Director: name, title, email address and phone number

Project Overview: In a few sentences, please provide a brief summary of your idea and its intended impact, including the health inequity related issue or need, the people and/or communities intended to benefit, and what will be different as a result.

You do not have to type out the questions and are encouraged (but not required) to answer the questions in order. Please address all the components of the questions within your document.

1. Provide a description of your project/request: include details that describe the health inequity, the need for the idea/solution, and key project activities. What suggests this is likely to be an impactful approach? What do you expect to be different as a result of this work? If there are partnerships involved in or planned for this work, please share those details as well.
2. How did the community you seek to serve inform the identification of the need and your idea/approach? How will you continue to engage the community (e.g., in decision making, delivery, continued improvements, etc.)? (If you are interested in community engagement resources, please click [here](#) for a “roadmap” of best practices and strategies or click [here](#) for information on Human-Centered Design).
3. Please tell us about efforts to advance equity, diversity, and inclusion within your organization and programs/services.
4. Please indicate the estimated amount and duration of grant support you are looking for, as well as a general idea of what the funding from the Health Foundation will support. (We want to know if the project is one year, three years, etc., the estimated total budget you are requesting from the Health Foundation and a high-level idea on what the funding is for e.g., \$75,000 a year for two years for a total of \$150,000 to support one staff person, program activities, and supplies).

Selection Considerations

Idea Proposals will be evaluated based on the criteria below. The most competitive proposals engage clients and communities impacted by the given health equity issue(s) as partners in planning and implementing work that redesigns or reimagines services, practices, or systems to disrupt the status quo of inequity. More specifically, they:

- Focus on a health inequity impacting a marginalized group/community, with attention to multiple or intersecting oppressions;
- Clearly describe the project design or approach and what supports its potential for contributing to more equitable access, resources, or outcomes;
- Have been shaped by the people or communities impacted, and include plans for continued engagement beyond program participation;
- Reflect an innovative approach with potential to contribute learning to the community and field;

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- Exhibit commitment to equity, diversity, and inclusion (EDI) internally, including staff and board that are representative of communities served, and within programs/services; and
- Reflect experience with the specific type of project and population/community of focus, and leverage partnerships to advance the work.

HAVE QUESTIONS? WANT FEEDBACK ON YOUR IDEA?

We are available to answer any questions you may have and/or provide guidance on your idea and how it aligns with our goals. We welcome and encourage you to reach out to us via email at ideas@thegrhf.org, by contacting senior program officer Monica Brown at (585) 258-1710, or associate program officer Hannah Stark at (585) 258-1703 to discuss your ideas before submitting your Idea Proposal. In addition, a live question-and-answer webinar will be provided (but is not mandatory). All information, including webinar recordings will be available on our [website](#).

The virtual workshops are not mandatory and will be recorded and posted on our website for viewing. Space is limited in the virtual workshops; these are only offered to community partners that reside within the nine counties included in the Health Foundation’s investment area.

VIRTUAL WORKSHOPS

- **Question & Answer** – 10 a.m. to noon, **Wednesday, May 12, 2021** - Register [here](#).
The first hour of this workshop will be dedicated to Q & A regarding this funding opportunity and the second hour will be an open conversation where you can ask questions about your individual ideas.
- **Human-Centered Design Workshop** -10:30 a.m. to noon, **Friday, May 21, 2021** - Register [here](#).
The 90-minute workshop will introduce simple tools on how to co-design with the community you seek to serve and for understanding the needs of people that access services to develop and test innovative solutions that respond to those needs or inequities.

IMPORTANT DATES & ACTIVITIES:

May 3, 2021	Call for Idea Proposals opens!
May 12, 2021	Question and Answer 10 a.m. – noon
May 21, 2021	Human Centered Design Training 10:30 a.m. – noon
June 11, 2021	Call for Ideas closes! Please submit by 6 p.m.
July 2021	Notifications of invitations to stage two
August 2021	Stage two process
October 2021	Notification of awards announced
November 2021	Grant awards executed

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