

# 2021 Responsive Grants - Call for Idea Proposals: Questions & Answers



## GENERAL

### **Who may apply? What if you are a for-profit that who focuses on inequities and improving community health?**

You must be a non-profit located (or providing services in) one of the nine counties in our area of service: Genesee, Livingston, Monroe, Ontario, Orleans, Seneca, Wayne, Wyoming and Yates. If you are a for-profit you may collaborate with or link with a non-profit.

### **If you receive funding currently from the Health Foundation or received a grant in 2020, does it make you ineligible to submit an Idea Proposal?**

No, it does not.

### **May an organization submit more than one idea?**

While there is nothing that excludes an organization from submitting more than one idea, we encourage organizations to prioritize their requests. Any organization or group of organizations may submit the idea/issue/need that is: most pressing, in need of being addressed, and the one that is most ready to be implemented. (Chances of success will not be increased by submitting more than one idea).

## COMMUNITY VOICE

### **What do you mean by “community voice” and “co-design/creation”?**

We believe the foundation for success is the integration of formal research and provider experience combined with the lived experience of the target population or community that you are looking to serve. This means that all three of these kinds of evidence must come together in the design, implementation, and continuous improvement of any project. Meaningful client feedback and co-creation can be accomplished in numerous ways. This includes but is not limited to having your end-user/client at the table helping to generate solutions, obtaining a more intimate understanding of the population or community being served, or designing a project. One method of doing so is through human-centered design.

### **What is Human-Centered Design?**

Human-centered design is an approach to problem solving that puts the knowledge and needs of people experiencing a problem at the core. It provides a toolkit for deeply understanding people’s needs and experiences, generating ideas to meet those needs, and then testing solutions with – and learning from – the people that will use the program or service. (Overlap Associates, click [here](#) or go to [www.overlapassociates.com](http://www.overlapassociates.com)).

- Please click [here](#) or go to IDEO ([www.IDEO.org](http://www.IDEO.org)) for human-centered design resources.
- Please click [here](#) or go to Co-Creating Well-Being ([www.cocreatingwellbeing.com](http://www.cocreatingwellbeing.com)), a human-centered design project of the Health Foundation for Western and Central New York for resources.
- Please click [here](#) for access to a client engagement roadmap Engaging the Power of Families and Community to Increase the Impact of Philanthropy: A Roadmap for Funders

## **FUNDING**

### **What types of programs will be accepted? Is the Health Foundation more interested in projects that provide direct, clinical services or in projects that help clients access services?**

We are most interested in the project, service, area, or need that is most pressing and that is needed now. It is important for you to weave the thread for how the issue/need impacts improving health inequities. We know that your research and work with community provides you access to better understanding of what that is, and in addition, how we might look to address it. The purpose of an open call is not to be prescriptive but to let our community partners and members be the guides. Our only focus is on investing in and addressing various health inequities that create avoidable health issues for our most vulnerable community members. (See *Call for Idea Proposals guidelines document* – Pages 2 & 3 Our Focus and What We Will Fund sections for additional details.)

### **Can the grant be used to extend a current successful program?**

Yes, however, the same demonstration of most pressing need and client engagement must be demonstrated.

### **Can you address two intersecting issues, such as food insecurity and housing?**

Absolutely! In fact, we know that issues of inequity create intersecting challenges. We encourage looking at how to support improved health outcomes from a comprehensive approach.

### **What types of services can be funded for rural residents?**

The Health Foundation invests in the health of nine regional counties (Genesee, Livingston, Monroe, Ontario, Orleans, Seneca, Wayne, Wyoming, and Yates). These cover rural, suburban, and urban communities. We recognize the unique differences among these geographies and strive to tailor our investments to their needs. The Call for Ideas will support the most pressing needs within our rural communities that seek to address inequities and improve the health of rural residents. (See *Call for Idea Proposals guidelines document* – Pages 1 & 2 *What We Seek to Do, Our Focus, and What We Will Fund* sections for additional details.)

### **Is this opportunity open to neighborhood organizations/smaller organizations/new non-profits?**

Absolutely, but you must be a non-profit. In fact, we designed the Call for Ideas funding opportunity to be accessible to a broad range of type, size, and level of organization.

### **We are a new agency. What are our chances of being funded?**

The Health Foundation is committed to investment across our nine-county region, populations, types of organizations and needs. An organization's chances of being funded is not based on size, type etc. Determinations are based considerations such as: issue of inequity, on clear understanding of an organization's experience and connection within the community(ies) they seek to support, and ability to provide the services/work within the Idea. (See *Call for Idea Proposals guidelines document* – Page 3 *Selection Considerations* for additional details).

## **DEMOGRAPHICS**

### **Do you need to have specific numbers/demographics?**

To understand and or meet a need or address an issue, it is important that an organization has an understanding of the scope of the problem. Demographics play a role in that understanding. If you have other indicators that you think speak more to the need, then you would need to explain and detail that. We are not solely looking at the numbers, but we realize that numbers generally help to inform the situation.

**Is it ok to estimate the demographics of the populations you serve?**

Yes, in fact, we know that for a variety of reasons many organizations and programs do not or cannot collect specific demographics. In those cases, informed estimates of demographics are appropriate.

**FUNDING PARAMETERS**

**What is the range of funding? Timeline?**

The projects and timelines should be solely based on the true need. However, for the purposes of this Call for Ideas, we are estimating that the average requested amounts will be in the range of \$25,000 - \$500,00 over a one year to five-year period. We acknowledge that request make be below or above those ranges. (See *Call for Idea Proposals guidelines document – Our Process* section for additional details).

**Can funding support general operating costs?**

Yes, the funding can support this as well as, projects, programs/services, advocacy. The type/use of the funding requested should be supported by the idea you are proposing.

**Can funding support capital line items? For example, renovation and/or construction?**

The Health Foundation does not fund capital only requests; however, there are instances where a larger programmatic request has a small amount to support a small construction item. In some circumstances this might be an allowable cost. Please feel free to reach out and inquire about your organization’s idea.

**Can you have two leads on a project? Can coalitions apply?**

Yes, we encourage meaningful partnership and collaboration and know that it is vital to improving the health within our communities and addressing inequities. However, one organization must be identified to take on the contractual responsibilities.

**If you have an idea and want or need an organization with whom to collaborate, can the Health Foundation refer organizations to each other?**

Anytime Health Foundation staff see, identify, or know of complimentary goals, we are focused on bringing those parties together. However, we would never force partnerships. If you are seeking collaboration, please feel free to reach out to us and let us know.

**Can Health Foundation-requested funds/resources be used to pay/support community members who are providing their lived expertise and contribution to the design and delivery of the work?**

Yes, we feel it is essential that contributions, time, and energy of community members are valued and compensated.

**Do you fund research around interventions for specific health outcomes for target populations, e.g. African American, family caregivers of people with dementia?**

The GRHF does not fund research.

**What is the report-back structure of the Health Foundation if you receive a grant?**

Once you have submitted your Idea Proposal, if it is invited to Stage Two for a full proposal. then accepted for a grant award, then reporting requirements, etc. will be developed in collaboration and based on the project.

## **SUBMISSION/SELECTION PROCESS & TIMELINE**

### **What do I need to do to submit my Idea Proposal?**

You should review the *Call for Idea Proposals guidance document* fully – Read and follow portal registration guidance – Read and follow the Call for Ideas submission process. (Click [here](#) for full portal instructions. If you have any questions or need additional support, [kverbanic@thegrhf.org](mailto:kverbanic@thegrhf.org)).

### **What is the process for selection?**

The Call for Idea Proposals selection is a two-stage process. Stage One is the initial review of submitted Idea Proposals. A selection of Idea Proposals will then be invited to Stage Two, where organizations will be asked to provide a full proposal, details and budget. The full proposals will be reviewed, and a selection will be recommended to the Health Foundation Board of Trustees for approval.

### **What elements of the proposal are weighted most heavily? How will multi-year funding requests be assessed?**

There is no one element that is weighted more than another. The selection considerations share insight into the Health Foundation’s equity focus, which is a component of the decision-making process. However, since we are focused on equity, not only in our investments but in our process as well, we take many other aspects into consideration.

### **What is the timeline for entire process?**

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 Award Executed