Dear Partners,

If you have not already checked out the Finger Lakes COVID-19 Vaccine Hub, this is a great resource to share with your friends, neighbors, co-workers, and constituents.

The Finger Lakes COVID-19 Vaccine Hub collaborates with health departments, health care providers and community partners in Genesee, Livingston, Monroe, Orleans, Ontario, Seneca, Wayne, Wyoming and Yates counties. The Hub also partners with Common Ground Health, the region’s health research and planning organization, and with the Finger Lakes COVID-19 Vaccine Task Force, a group of 80 regional leaders advising the Hub to help ensure equity, transparency, and efficiency in COVID-19 immunization efforts.

On the Hub, you'll find vaccine FAQs, updates and resources, a communications toolkit, regional data, and provider resources.
The goal of the Hub is to ensure the equitable, transparent, and efficient immunization of at least 70% of the adult residents of the Finger Lakes Region.

Of note -- visit the Updates page to find a list of Rochester-area clinics offering a $100 gift card as a "thank you" for those receiving their first vaccine dose.

What resources have been helpful to you during the pandemic? We’d love to include those within this newsletter and on our social media pages. Reach out to Health Foundation Communications Officer Tiana Stephens to share.

**COVID-19 RESOURCES**

**NEW!: Applications for COVID-19 Provider Relief Funding Open Sept. 29**

Health Resources & Services Administration has announced that health care providers can apply for $25.5B in relief funds starting on Wednesday, Sept 29. Funding includes $8.5B for providers who serve rural patients, and $17B for providers who can document revenue loss and expenses related to the pandemic. Click here for more information.

**Spanish Language COVID-19 Vaccine Q&A Webinar Sept. 29**

Ibero American Action League, Strong Center for Developmental Disabilities and Disability Rights NY are offering an interactive Q&A discussion in Spanish to help answer questions about the COVID-19 vaccine. The session will be held via Zoom on from 3 to 4:30 p.m. on Wednesday, Sept. 29. Panelists include Elisa DeJesus of Ibero and Dr. Marielena Vélez de Brown of the Monroe County Department of Public Health. Closed captioning and ASL interpreting will be provided. Click here for more information.

**Resources**

- The Surgeon General's [misinformation advisory](#)

- Rockefeller Foundation's [Vaccine Confidence Message Brief](#) on what motivates people to get the shot

- Communicating About the Covid-19 Vaccines: [Guidance and Sample Messages for Public Health Practitioners](#)
LEARNING & ENGAGEMENT OPPORTUNITIES

COVID Relief for Nonprofits – What's Next?

New York Funder's Alliance is hosting an information session to discuss the impact COVID relief funds have had and will continue to have, on the financial reports of nonprofit organizations at 2 p.m. on Thursday, Sept. 23 via Zoom.

The relief funds covered will include the Paycheck Protection Program (PPP), Employee Retention Credits (ERC), Economic Injury Disaster Loan (EIDL), Shuttered Venue Operators Grant, certain deferrals, and other programs. We will focus on the impact these funds have on the accounting treatment, internal and external reporting, and budgeting for nonprofit organizations. Participants will be provided with key performance indicators to focus on when interpreting financial reports and important information to obtain when assessing the financial health of nonprofit organizations that have received relief funds. Register here.

UNEQUAL ACCESS: Transforming Rochester’s Food Deserts

Join the Susan B. Anthony Center at the University of Rochester from 4 to 5 p.m. on Thursday, Sept. 30 to learn about and discuss food inequity in our community.

Food deserts are communities with limited access to affordable or high-quality fresh food, either because of inequity in the distribution of grocery stores or lack of transportation to them.
These inequities mean healthy food is often unavailable to substantial portions of the community, often low income people or people of color, leaving them with unhealthy, processed food choices.

This webinar will cover food distribution issues as well as potential solutions to solve food inequities. The newly-formed Rochester Food Policy Council, created with the mandate of improving access to healthy food in our city will also be discussed. Click here to register.

Recommended Reading: Report - ROC the Future Supports Racial Equity by Centering Community Voice

StriveTogether's "stories from the field" feature article highlights how our partners at ROC the Future are supporting racial equity by centering community voice and producing measurable student outcomes to ensure success.

Click here or on the document cover image to access the article.
Coming Soon! Responsive Grant Funding: Call for Ideas

Responsive grants are one way we partner with and support a broad array of communities and organizations as they are best suited to understand their priority needs and to create solutions that improve health. Driven by community voice, responsive grants are open, nimble, and responsive to emerging health issues and needs. These grants allow flexibility to test innovative ideas and different approaches to challenges and share what we and our partners are learning from the projects supported.

Through Call for Ideas we are seeking innovative, partnered work that reimagines systems, programs, and services to rebuild stronger, healthier communities and address inequities affecting populations including communities of color/indigenous communities, children and adults impacted by poverty, persons with disabilities, LGBTQIA persons, rural residents, immigrants/refugees and older adults.

The Call for Ideas grant opportunity will open in October. Workshops, resources, and other supports for prospective grantees will be made available in the coming weeks. Be sure to check our website, this newsletter, and our social media pages for announcements.

GRANTEE SPOTLIGHT

Spotlight on Healers' Village

In our recently released 2020 Annual Highlights report, we feature the stories of grantees from each of our program areas, and we will be sharing them in this newsletter as well.

This week's grantee spotlight shines on Racial Health Equity grantee Healers' Village.

While subjected to greater stress and trauma linked with systemic racism, Black, Latino, and other People of Color have less access to culturally relevant mental health services -- a critical piece of an ecosystem that values and supports Black and Brown bodies and minds. Led by Melanie Funchess (pictured), Healers' Village builds upon
existing programs and resources to address this gap in access.

Once completed, this community-based wellness center will provide a space for healing and growth through mental health education and services grounded in African and Latino cultural worldviews. Healers’ Village will also support assistance with other client health and social service needs as well as community education and professional development for providers around culturally appropriate and trauma-informed care.

We launched our Racial Health Equity work last year to take greater action toward disrupting the unjust policies, systems and conditions driving the public health crisis of racism.

Input, ideas and insights from conversations with more than 60 community leaders led to the development of three focus areas: Building capacity for grassroots organizations; expanding workforce and leadership pipelines; and supporting advocacy for policy and systems changes advancing racial equity.

Through this work we seek to strengthen and expand an ecosystem of racially and culturally representative and responsive health services, resources and supports that center the voice, assets and needs of the communities specified above.

OTHER FUNDING OPPORTUNITIES

NEW! Robert Wood Johnson Foundation’s People, Parks, and Power Initiative

Urban parks and green spaces—playgrounds, pocket parks, outdoor recreation facilities, open spaces, trails, gardens, and green infrastructure—are crucial for community health and well-being, a fact made clear during the COVID-19 pandemic. Despite widespread appreciation for the health and environmental benefits of urban parks and green spaces, evidence shows persistent inequities in access, availability, quality of facilities, and programming, by race, place, and income.

The Robert Wood Johnson Foundation is working to build a Culture of Health where everyone in America has a fair and just opportunity to live the healthiest life possible. Park equity is a key component of this vision. This call for proposals seeks especially small and mid-sized urban communities most impacted by park and green space inequities to participate in People, Parks, and Power: A National Initiative for Green Space, Health Equity, and Racial Justice (P3) -- a joint effort of RWJF and the Doris Duke Charitable Foundation, led and managed by Prevention Institute. Click here to learn more.
COVID Relief Fund for Arts and Culture-Based Organizations

The Max and Marian Farash Charitable Foundation’s Covid-19 Relief Fund provides unrestricted support to non-profit organizations located in Monroe and Ontario Counties. General operating support is intended to invest in an organization’s mission and impact, to help support the infrastructure and operational needs of an organization, rather than a specific project or program.

This fund is restricted to organizations with a mission specific to arts and culture. Priority will be given to organizations demonstrating community impact and organizational strength. The deadline to submit is Oct. 5. Review the application questions and required documents here.

NYSHealth 2022 Special Projects Fund Request for Proposals

The New York State Health Foundation (NYSHealth) 2022 Special Projects Fund Request for Proposals (RFP) is now available. Applicants must submit an online inquiry form to determine whether a proposed project fits the funding criteria. There are two funding cycles for the 2022 Special Projects Fund. Deadlines for the online inquiry form are Oct. 7, 2021 and March 2, 2022. Selected organizations will be invited to submit full proposals, with deadlines of Dec. 8, 2021 and May 5, 2022.

NYSHealth Special Projects Fund awards are one-time, non-renewable funding opportunities consistent with the Foundation’s mission to improve the health of all New Yorkers but outside of its main priority areas.

Read details on the 2022 Special Projects Fund RFP and frequently asked questions.

COMMUNITY EVENTS
20-YEAR ANNIVERSARY
HISPANIC HERITAGE CELEBRATION DAY
SUNDAY, SEPTEMBER 26, 2021 | NOON – 5 PM
ALL THAT WE CAN BE IN OUR COMMUNITY
TODO LO QUE NOSOTROS PODEMOS SER EN NUESTRA COMUNIDAD

PLEASE JOIN US FOR
FALL EXTRAVAGANZA
Celebrate the opening of the
Adventure Course Playground
SATURDAY, SEPTEMBER 25TH
12:00PM-3:00PM
Grand Avenue Park,
250 Grand Ave Rochester, NY 14609
FREE FOOD TRUCKS, MOBILE VACCINES,
ADVENTURE COURSE GAMES, LINE DANCING,
AND OTHER FALL ACTIVITIES
Register @ https://bit.ly/FallParty2021

StriveTogether®
#ConveneC2C
2021 CRADLE TO CAREER NETWORK CONVENCING
Oct. 4-8, 2021 | Virtual
REGISTER BY SEPT. 24!

roots to rise
Grounded in community, together we thrive
Centered in equity, the mission of the Greater Rochester Health Foundation is to pursue and invest in solutions that build a healthier region where all people can thrive.