

Fall 2021 Call for Ideas: Now Accepting Proposals

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**. Our mission reflects our view of health as “a state of complete physical, mental, and social well-being, and not merely the absence of disease or infirmity,” and 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. Factors driving health inequities 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. While the twin pandemics of COVID and systemic racism have further revealed the depth of these inequities, 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

This grant opportunity is part of our responsive grantmaking investment area. Responsive grantmaking means being open to proposals and ideas, initiated by our non-profit partners and the communities they serve. The Health Foundation looks to partner with non-profits of all sizes and types to address identified community health equity needs or opportunities to improve health equity. We seek to address inequities affecting communities of color/indigenous communities, children and adults impacted by poverty, persons with intellectual/developmental/physical differences, LGBTQIA+ persons, rural residents, refugees/New Americans, and older adults. (These are a few examples and do not represent a complete list).

Through issuing this Call for Ideas grant opportunity, 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 & GOALS

- Respond to community needs and inequities central to or worsened by the twin pandemics and support the path to rebuilding and reimagining systems in more equitable ways.
- Elevate and address intersectionality, meaning the ways that oppression and marginalization associated with multiple identities combine and compound. Supporting those who experience inequity in its most harmful form to ensure access and opportunity for all is key.
- 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 identification of the need or opportunity, potential solution or approach, project design and decision-making process (meeting a need vs. a program in search of clients).
- Support innovative ideas and projects that are intentional about learning from the work and share what we and our partners are learning to inform the field and community.

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WHAT WILL WE FUND?

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

Please note: We do not fund projects solely focused on capital improvements. If you have any questions regarding your proposal, please contact us.

WHO MAY APPLY?

We are committed to partnering with non-profit organizations/entities of all sizes and types including health/human service or government agencies, faith communities, educational institutions, and civic organizations. (These are examples and not an exhaustive list). Applicants must be a non-profit located (or providing service) in one of the nine counties within our area of service: Genesee, Livingston, Monroe, Ontario, Orleans, Seneca, Wayne, Wyoming, and Yates. Current and past grantees are eligible to apply, however, we are committed to an equitable disbursement of investment dollars. If we have recently funded your organization, it is unlikely that we will be able to fund you during this opportunity. If you have any questions, please contact us.

CREATING & SUBMITTING YOUR PROPOSAL

We greatly appreciate the conversations and the feedback provided by organizations who have recently applied for a grant from the Health Foundation. We are listening, and we continuously incorporate your ideas to improve our submission process.

The Call for Ideas process seeks to balance demands on applicants' time with information needed for informed and equitable decision making. The selection process takes place in two stages: The initial Idea Proposal provides a brief (no more than three (3)-page, single-spaced) overview of the idea. Submissions are reviewed and selected organizations are then invited to participate in Stage Two, where organizations are asked to provide additional details and planning information in a Full Proposal. We are committed to partnering with non-profits of all sizes and types and will fund projects and ideas of varying scale. We are open to requests of all sizes (e.g., \$5k, \$75k, \$150k, \$300k+) ranging from a one (1) to a (5) year period.

As your organization develops an Idea Proposal and budget, please feel free to reach out to the Responsive Grants team at ideas@thegrhf.org to answer any questions or to discuss your idea or proposal.

Please follow the format and length limits and answer all questions (outlined in the following "Idea Proposal Narrative") when creating your proposal. This allows us to increase access for more organizations and lessen the amount of effort it takes organizations to share an idea with us.

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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CREATING YOUR IDEA PROPOSAL

Format: (3) pages single-spaced or (6) pages double-spaced with 12 pt. font

Cover Page

Your cover page should include the following information (This is not included in the page count).

- 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 impacted as a result of your efforts.

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

You do not have to include the text of the questions within your document; however, we do encourage you to answer the questions in order. Please ensure that all components of the questions are addressed within your document.

1. Provide a description of your project/request: include details that describe the health inequity, the need for the idea/solution, why is it an issue/opportunity that is critical to address now, 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 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, best practices, and strategies, click [here](#) for information on Human-Centered Design. You can also click [here](#) for recording of a Human Centered Design workshop on the Health Foundation website).
3. Please tell us about efforts to advance equity, diversity, inclusion and belonging within your organization and programs/services.
4. Please indicate the estimated grant amount and duration of grant support you are seeking, as well as a general idea of what a grant 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 grant is for e.g., \$5k for one year to support stipends, \$75k a year for two years for a total of \$150k to support one staff person, program activities, and supplies).

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Tips to Make Your Idea Proposal Stand Out

- Focus on a health inequity impacting a marginalized group/community, with attention to multiple or intersecting oppressions (e.g., around race, income, place, gender, or sexual identity);
- Clearly describe the project design or approach and what supports its potential for contributing to more equitable access, resources, or outcomes;
- Have and will continue to be shaped by the people or communities impacted, reflecting partnership and co-creation in identifying the issue/opportunity, planning, designing, and implementing the work.
- Reflect an innovative approach with potential to contribute learning to the community and field.
- Exhibit commitment to equity, diversity, inclusion, and belonging 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 include partnerships to advance the work.

SUBMITTING YOUR IDEA PROPOSAL

- To submit your proposal, you must be registered in our grants portal. Click [here](#) for instructions on how to register for our portal and instructions on how to submit your Idea Proposal. Please read the instructions completely.

HAVE QUESTIONS OR WANT FEEDBACK?

We are available to answer any questions and provide guidance on your idea and its potential alignment with our goals before submitting your proposal. We encourage you to reach out to via email at ideas@thegrhf.org, or contact Senior Program Officer Monica Brown at (585) 258-1710, or Associate Program Officer Hannah Stark at (585) 258-1703.

ADDITIONAL RESOURCES

Click [here](#) for the Call for Ideas Toolkit.

A virtual Question & Answer Workshop was held on Oct. 29. Visit the Greater Rochester Health Foundation [website](#) to access the workshop recording.

IMPORTANT DATES & ACTIVITIES

October 19, 2021	Call for Idea Proposals opens
October 29, 2021	Question & Answer Workshop 11 a.m. to 1 p.m.
December 3, 2021	Call for Ideas closes! Please submit Idea Proposal by 6 p.m.
January 2022	Notifications of invitations to stage two
February 2022	Stage two process
April 2022	Notification of awards announced
May 2022	Grant awards disbursed