



greater rochester

Health
foundation

TOOLKIT FOR

CALL FOR IDEAS

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.

WWW.THEGRHF.ORG

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Toolkit Purpose & Overview

This Toolkit was created by the Greater Rochester Health Foundation in response to the invaluable feedback received from our partners involved in this grant funding opportunity. The Toolkit will:

- Provide guidance in developing your Call for Ideas proposal (Idea Proposal);
- Give explanations of the information we are requesting; and
- Share sample responses to some of the questions we've asked you to answer.

Definitions of key terms and concepts and considerations used during proposal review and selection are provided to offer additional insight as you prepare to submit your best idea.

Striving to achieve justice and fairness in health resources and outcomes, this funding opportunity invests in solutions that will disrupt and dismantle conditions caused by racial and other health inequities in our nine-county region. We aim to partner with people and communities that have historically been the most marginalized, under-resourced, and underserved by supporting solutions guided by and designed with those directly impacted.

We hope this Toolkit will be a helpful resource as you develop an impactful Idea Proposal!

NOTE: Examples in this toolkit represent samples from a variety of organizations (identifying information has been removed) that reflect key elements of a response, but do not necessarily represent what a comprehensive response would look like in the full Idea Proposal. Example responses were created by the Health Foundation for illustrative purposes and are not from actual submissions received.

HAVE QUESTIONS OR FEEDBACK?

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

We greatly appreciate your feedback about our Call for Ideas funding opportunity. We are listening and are continuously incorporating your suggestions to improve our processes.

Greater Rochester Health Foundation Equity Value Statement:

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.

Helpful Definitions:

Health: A state of complete physical, mental, and social well-being and not merely the absence of disease or infirmity (World Health Organization).

Health inequities: Differences or disparities in health status between socially advantaged and disadvantaged or marginalized groups resulting from systemic and unfair differences in access to and availability of resources and opportunities.

Idea Proposal Writing Tips:

1. Read the [Call for Ideas Proposal Guidance](#) document in its entirety and *reach out* to Health Foundation staff with any questions you may have or for guidance on your idea and how it aligns with our goals.
2. Write your Idea Proposal as if you are having a conversation with Health Foundation staff. In your writing, try to succinctly provide all details that you would share during a conversation – *tell your story!*
3. Review your Idea Proposal to ensure *all questions* have been answered and that it meets page length requirements. Ask someone not familiar with the idea you are proposing to review the document to make sure the need and idea are clearly stated and understood.

An Effective Idea Proposal Will:

- 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 how it will contribute to more equitable access, resources, or outcomes;
- Ensure community/resident voices are centered as part of the identification of the need or opportunity, potential solution, project design, and ongoing decision-making process (meeting a need vs. a program in search of clients);
- Demonstrate that Call for Ideas partners are committed to equity, diversity, inclusion, and belonging (EDIB) across their organization – including representation of communities served within staff and board – and describe the impact of those efforts; and
- Reflect experience with the specific type of project and population/community of focus and leverage partnerships to advance the work.

Cover Page: ORGANIZATION SECTION

The first part of your Idea Proposal provides us with information about your organization. This component is **not** counted towards the page length requirements of up to three (3) pages, single-spaced or six (6) pages, double-spaced.

The example below represents the level of detail we’re asking for and is one format option that could be used. Please use whatever format works best for you that includes all requested information.

Organization Name	Greater Rochester Health Foundation
Organization Overview	<p>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.</p> <p>We view health as a state of complete physical, mental, and social well-being – shaped by social, economic, and environmental factors that are distributed unevenly and unjustly creating health inequities by race, income, geography, disability, and other identities. We believe that the people, neighborhoods, and organizations closest to the issues have the expertise needed to develop solutions. Since our creation in 2006 and guided by the voice and participation of community, the Health Foundation invests resources to help implement these solutions.</p> <p>We strive to support people and communities that have historically been the most marginalized, under-resourced, and underserved – driving us to elevate understanding and awareness of intersectionality – meaning the ways a person, group of people, or social problem are affected by overlapping discriminations and disadvantages.</p>
Counties Served	Genesee, Livingston, Monroe, Ontario, Orleans, Seneca, Wayne, Wyoming, and Yates
Demographic & Contact Information	<p>Please fill out the form linked below and upload with proposal.</p> <p><i>[Blank template linked here for downloading]</i></p>
EDIB Efforts & Impact	<p>The Greater Rochester Health Foundation has been on an intentional race-equity journey since 2016 – supporting and participating in St. Joseph’s Neighborhood Center’s collective impact work on structural racism that evolved into the Racial Equity Justice Initiative (REJI) and now Interrupt Racism at the Urban League. We’ve sought to engage in deep learning and honest dialogue on institutional racism, implicit bias, microaggressions, and White privilege while also examining how we have, at times, perpetuated structural racism within our organization and our field.</p> <p>Current internal efforts are focused on building trust and healing from past harms. Through partnerships with various consultants, we are grounding ourselves in somatic practices, developing a roadmap to drive our equity work, and continue to center authentic and difficult conversations. Over the past few years, we’ve also focused on diversifying our team (at both the staff and board level) to ensure a strong mix of experience – both lived and professional – and representation from the many communities we serve. We are continuously reviewing and updating policies and practices to ensure access and equity within our organization and grantmaking. Examples of the impact of our EDIB journey in our grantmaking include granting unrestricted dollars and operational support, more intentional partnerships with grassroots organizations, and moving to more flexible reporting practices such as verbal reporting. We are committed to centering racial and health equity across all our operations – and we invite community to help hold us accountable to this work.</p>

Writing Your Idea Proposal

The next part of your Idea Proposal is the “narrative.” The narrative is your response to specific questions we are asking to best understand your idea. This Toolkit includes additional questions to consider while preparing your Idea Proposal to help provide guidance and highlight important aspects of your work. Response examples are also provided.

COMMUNITY NEED/RATIONALE

Community/resident voice driving solutions to their health needs is the heart of the Call for Ideas Funding Opportunity. This includes community identifying the need(s), shaping the idea for the solution(s), and being engaged as partners in the project implementation. This section asks you to describe the intentional involvement and partnering with community for your proposed idea.

Question 1: COMMUNITY NEED

WHAT: Please tell us what the needed change is, the health inequity/inequities you’re seeking to address, and the population(s) you intend to serve.

Questions to consider while describing the **Health Inequity:**

- **Who is impacted by this inequity?**
 - Who are the people affected?
 - Do they share racial, ethnic, gender or other identities, social or economic circumstances, or other health-related characteristics?
 - What geographic area do they live/work in?

- **What is the impact of this inequity?**
 - What specific health conditions or aspects of health status are involved/impacted?
 - What are the impacts on *individuals*?
 - Examples: mental, emotional, or physical harm, risk for developing or worsening of disease, reduced ability to function (work, play, care for others), lost years of life
 - What are the impacts on *families and communities*?
 - Examples: lower social, emotional, economic well-being, increased burden of care, increased health risks (exposure to violence, pollutants, unhealthy foods)

- **What is causing the inequity?**
 - What are the unfair or unjust differences in resources, opportunities, or supports that bring about the health impacts you described?
 - What is the *wrong* you intend to help *right*?
 - Are there gaps in or barriers to accessing resources or systems, practices, and/or policies that are biased against or not responsive to the needs or cultural identities of this population or communities?

Response Examples:

Limited Response	More Complete Response ✓
<p>This program will focus on youth and young adults living in the city of Rochester, primarily Black and Brown individuals, experiencing obesity, poor nutrition, and lack of exercise.</p> <p>What's missing from this response?</p> <ul style="list-style-type: none"> • Too vague • Missing the “what” causing obesity, poor nutrition, and lack of exercise in their community • Missing impact of health inequity (e.g., diabetes, heart disease, etc.) 	<p>This program is designed to provide a grassroots understanding of the inequities behind the high rates of obesity, poor nutrition, and lack of exercise as well as advocate for improved accessibility of nutritious food among BIPOC individuals, ages 6-24, living in the “crescent neighborhoods” of Rochester (Upper Falls, Marketview Heights, parts of 14621, Edgerton, Brown Square and JOSANA). These inequities include poverty, access to affordable nutritious food, stress, and lack of safe space for play. In our region, only 43% of low-income persons report eating vegetables daily, compared to 73% of upper-income persons. 41% of Black high school students in Monroe County report very little physical activity compared to the 12% of white students. Obesity is a risk factor for diabetes, asthma, heart disease, hypertension, and cancer, is related to poverty, and can lead to social isolation and depression.</p>

Question 2: RATIONALE

HOW: How did the community help identify the need and your approach to addressing it?

Questions to consider while describing **Community Voice:**

- **How did you gather information in a way the affected people/community identified their needs and priorities?**
 - Examples: focus groups, survey, listening sessions, waitlist, etc.
- **How were residents involved in shaping your idea?**
 - Were they members of the project design team?
 - Was there an opportunity for them to review and give feedback on your approach?

Response Examples:

Limited Response	More Complete Response ✓
<p>We conduct a survey every two years to ask our clients if they are satisfied with our services. Our staff are also in daily contact with our clients, so they keep us updated on what people want and need.</p> <p>What's missing from this response?</p> <ul style="list-style-type: none"> • Lacking clarity of survey questions/results • Relies on staff to interpret client needs/preferences rather than partnering with clients directly to hear their needs/preferences 	<p>We have learned that engaging people who are partaking in our services is critical. Only those actively living through a situation can really understand not only what is needed, but how likely they would be to participate. Recent needs assessments have been conducted in our soup kitchen during our new strategic planning survey (Summer 2022). Clients were interviewed as stakeholders and were asked about unmet needs and programs/services missing that would be of benefit. We have talked with clients and heard that in addition to screenings, folks are interested in education that teaches prevention and health management. It was determined that hiring a medical professional to provide screenings and education would improve access, usage, and health of residents. In addition to stakeholders helping to identify the need and solution, we envision a small committee of clients working with us to help come up with topics that will be addressed in the program. The committee will be charged with asking questions of our final candidate(s) as part of the interview process, so that they have a hand in choosing the person who will be</p>

	responsible for caring for them ensuring they are involved with all aspects of design and decision making.
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PROJECT DESCRIPTION

In this part of your proposal, we’re asking you to provide a description of the work you are proposing:

1. Project Title
2. Proposed start and end dates (*funds will not be available prior to August 2023 – keep in mind when determining dates*)
3. Project Overview

Question 3a: Project Overview

What is the change you (the community) are seeking as a result of this work? How will you know things are different?

Questions to consider while describing the **goal and impact**:

- How will the health status of recipients directly change?
- Will the factors that support health equity be improved or increased?
 - Examples: access to culturally competent care, nutritious food, safe housing and neighborhoods, sustaining employment, high quality education

Response Examples:

Limited Response	More Complete Response ✓
<p>The center will result in increased trust and improved relations between the LGBTQIA+ community and healthcare.</p> <p>What’s missing from this response?</p> <ul style="list-style-type: none"> • Lacks detail on the results/health outcome 	<p>Utilizing the center, designed specifically for LGBTQIA+ people of color, will lead to trusting relationships between the staff and clients, bridging the gap from community to clinic. The goal of the project is to reduce barriers to healthcare by creating a safe space where sex and sexuality are viewed as affirming and less stigmatizing; therefore, patients who experience social or economic barriers can receive culturally competent services and care they need to improve their health regardless of their ability to pay.</p>

Question 3b: Project Overview

What are the potential barriers or challenges you may face?

Questions to consider while describing **potential barriers**:

- **Are the services provided accessible?**
 - Are there systems in place that may cause difficulties for implementation?
 - Is transportation needed for participation?
 - Are you in a space that’s psychologically safe and inclusive?
- **What community challenges may be a potential barrier or impact implementation?**
 - Is there a hiring shortage that may impact the ability and timeliness to hire?
 - Do you have a recruitment/hiring plan?

Question 3c: Project Overview

List the primary/key activities of your work. This should include:

- *How will you continue to share power with community and center community voice throughout the duration of your work?*

- Examples: making design-improvement decisions, soliciting engagement and feedback, sharing lessons learned, etc.
- *If there are partnerships, who are the partners involved or expected to be involved in this work and what is their role?*

Questions to consider while describing **project activities**:

- **What are the activities you propose?**
 - When and where will they be offered/available?
 - Who will conduct them?
 - What is your outreach plan?

- **How will you engage community/residents as *partners in project implementation*?**
 - Examples: through an advisory board/panel, advocates, etc.
 - How will you continue to gather their input and feedback throughout your efforts?
 - How do you plan to use the input and feedback gathered?

- **Do you already have a relationship with the partner(s)?**
 - Do partners not only have experience with, but have a trusted and respectful relationship with the people/communities you serve?
 - How will the partnership support/contribute to the goals of the work?

Response Examples:

Limited Response	More Complete Response ✓
<p>The program will deliver legal immigration assistance to low-income individuals. There will be clinics offered for undocumented farmworkers for preparation in the event of detention and removal. Our team of pro-bono attorneys will work with individuals and families to provide civil legal services.</p> <p>What's missing from this response?</p> <ul style="list-style-type: none"> ● Lack of information on activities (what, where, when) ● Missing information on continued power sharing efforts 	<ul style="list-style-type: none"> ● Deliver legal immigration assistance to low-income individuals providing: <ul style="list-style-type: none"> ○ Legal representation ○ Advice and counsel ○ Know Your Rights information on applying for citizenship, legal permanent residence, etc. ● Conduct 5 clinics (hybrid options) for undocumented farmworkers in rural areas on immigration screening and family preparedness services in the event of detention or removal. ● Coordinate outreach visits for communications and check-ins. ● Hold drop-in zoom hours bi-monthly for questions & feedback. ● Distribute surveys twice a year and review responses with an advisory group made up of farmworkers and their families. <ul style="list-style-type: none"> ○ Changes to programming and implementation will be made based on the responses and review with the advisory group leading the design. ● Partners include: <ul style="list-style-type: none"> ○ XXX – as a trusted consultant currently working with and living locally, support in case management. ○ YYY – provide cultural competency training for pro-bono lawyers annually. ○ ZZZ – a partner for the last 5 years, they will provide translation services as needed.

CHECKLIST: Before uploading your proposal, please review the below checklist to ensure all requested information is included/complete:

- Format: 12 pt. font, up to three (3) pages, single-spaced, or six (6) pages, double-spaced
- Cover page
- Idea Proposal
 - Community Need/Rationale
 - Project Description
- Demographic and contact information [form](#)
- Budget [form](#)