

# March 2023 Call for Ideas: Now Accepting Proposals



The March 2023 Call for Ideas funding opportunity will support activities up to 18-months in duration with request amounts ranging from \$1,000 to \$50,000. This grant opportunity is part of our Responsive Grantmaking investment area. Responsive Grantmaking takes an open and community-driven approach to improve health equity.

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”. To achieve justice and fairness in health resources and outcomes, we seek to disrupt and dismantle the conditions that result in racial and other health inequities in our nine-county region.

## WHO MAY APPLY?

We are committed to partnering with non-profit organizations/entities of all sizes, grassroots and larger organizations of all types including health/human service or government agencies, faith communities, educational institutions, and civic organizations. Applicants must be a non-profit located in (or providing services within) 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.

## WHAT WILL WE FUND?

We will fund health equity focused work for a duration of up to 18 months in amounts ranging from \$1,000 to \$50,000 in funding for 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.

## IMPORTANT DATES & ACTIVITIES

March 13, 2023	March 2023 Call for Ideas opens
March 23, 2023	Question & Answer Workshop 1 p.m. – 3 p.m. and Toolkit release
April 7, 2023	March 2023 Call for Ideas closes. Please submit proposal by 6 p.m.
May 2023	Notifications of decisions announced
July 2023	Award decisions finalized
August 2023	Grant awards disbursed

**Contact information:** If you have any questions, please feel free to contact Monica Brown, Senior Program Officer at (585) 258-1710, Hannah Castelli, Program Officer at (585) 258-1703 or via email at [ideas@thegrhf.org](mailto:ideas@thegrhf.org). For more information about the Health Foundation, please visit [www.thegrhf.org](http://www.thegrhf.org).

## ADDITIONAL RESOURCES

- **A virtual Question & Answer Workshop will be offered from 1 to 3 p.m. on Thursday, March 23, 2023. Click [here](#) to register.** The first hour will be dedicated to answering questions regarding the Call for Ideas opportunity and the second hour will be an open conversation where you can ask questions about your individual ideas
- Call for Ideas [Guidance Toolkit](#) will be available March 23, 2023
- All information and workshop recordings will be available on our [website](#)

## WHAT WE SEEK TO DO

We understand that only 20% of health outcomes can be attributed to traditional medical care. The other 80% are 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 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 continued response as a region can present a path forward in collective action to invest in community health and combat injustice. We know that there are leaders and community members working to achieve change in these areas, but many are untapped and/or under-resourced. Together, we can change that!

## OUR PURPOSE

- Respond to community needs and inequities caused or worsened by the twin pandemics and support the path to rebuilding and reimagining services and systems in more equitable ways.
- Elevate understanding and awareness of intersectionality -- meaning the ways a person, group of people, or social problem are affected by overlapping discriminations and disadvantages. We seek to invest in ways that impact those who experience inequity in its most harmful form to ensure access and opportunity for all.
- Support communities to address their self-identified priority health needs, share power to implement co-created solutions that address health-inequities through changes in systems, practices, and services.
- Ensure client/consumer/resident voices are centered as a part of the identification of the need or opportunity, potential solution or approach, project design and ongoing 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.

## 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](mailto: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 we continuously incorporate your ideas to improve our processes.

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## CREATING YOUR IDEA PROPOSAL

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

### COVER PAGE

#### ORGANIZATION SECTION

Please put on a separate page; this is not included in the Idea Proposal page count.

1. Organization name
2. Overview (mission, years of operation, services provided, population(s) served)
3. Counties served
4. Demographic and contact information [form](#)
5. Describe the efforts and impact of those efforts within your organization to advance equity, diversity, inclusion, and belonging.

### IDEA PROPOSAL (3 pages)

#### COMMUNITY NEED/RATIONALE

1. **WHAT:** Please tell us what the needed change is, the health inequity/inequities you're seeking to address, and the population you intend to serve.
2. **HOW:** How did the community help identify the need *and* your approach to addressing it?

#### PROJECT DESCRIPTION

Please provide a description of the work you are proposing:

1. Project title
2. Proposed start and end dates (*please note that funds will not be available prior to August 2023*)
3. Project overview:
  - a. What is the change you (the community) are seeking as a result of this work?
    - i. How will you know things are different?
  - b. What are the potential barriers or challenges you may face?
  - c. List the primary/key activities of your work. Please include:
    - i. How will you continue to share power with community and center community voice throughout the duration of your work? (*e.g., making design-improvement decisions, soliciting engagement and feedback, sharing lessons learned, etc.*)
    - ii. If there are partnerships, who are the partners involved or expected to be involved in this work and what is their role?

#### BUDGET:

1. Please complete the [budget form](#).

## 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 documents (cover page, Idea Proposal, demographic and contact information form, and budget form). **Please read the instructions completely.**

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