

Request for Proposals for Healthy Chicago 2.0 Seed Grants

2018 Key Dates

Full Proposal Release Date	February 22, 2018
Intent to Apply Form Due	March 8, 2018
Proposal Due	March 22, 2018
Contract Start Date	May 1, 2018
Contract Timeline	May 1, 2018-December 31, 2018

PHIMC may, at its sole discretion, extend the application deadline and/or reissue the RFP if insufficient qualified responses are received.

Information and documents necessary for submission will be posted on the PHIMC website and updated regularly: <http://www.phimc.org/2018-healthy-chicago-2-0-seed-grants/>



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Summary

In 2016, the City of Chicago launched [Healthy Chicago 2.0](#), a citywide plan to improve the health of all Chicago residents by reducing health inequities in the city. Healthy Chicago 2.0 has a vision for, “A city with strong communities and collaborative stakeholders, where all residents enjoy equitable access to resources, opportunities, and environments that maximize their health and well-being.”

Public Health Institute of Metropolitan Chicago (PHIMC) is pleased to announce the availability of funding to advance the Healthy Chicago 2.0 vision to promote health equity. The Request for Proposal (RFP) is limited to projects that promote health and well-being in the Chicago community areas of North Lawndale and South Lawndale.

Eligible projects must:

- Align with Healthy Chicago 2.0 goals, objectives, and/or strategies
- Be located in the North Lawndale or South Lawndale Community Area
- Be guided by goals and strategies in an existing community plan
- Utilize policy, systems, or environmental change approaches

The total award amount for this funding opportunity is \$150,000. The award will fund a cohort of up to four community-based organizations for eight months to support projects that align with Healthy Chicago 2.0 goals, objectives, and/or strategies. Applicants may request up to \$50,000. Funding for this award is made available by Chicago Department of Public Health (CDPH).

Section I: Background

Healthy Chicago 2.0

In 2016, Healthy Chicago 2.0 was launched by CDPH and more than 100 partner organizations and community stakeholders. The development and success of the plan is guided by four key principles:

- Prioritize health equity
- Emphasize collaboration
- Address the root causes of health
- Leverage data

This framework reflects more than traditional health issues and emphasizes the root causes of poor health outcomes. As a result, Healthy Chicago 2.0 acknowledges the role of the built environment, economic development, housing, education, transportation, violence prevention, and climate change in achieving good health.



While health inequities exist across communities, they are felt most acutely by low-income residents and communities of color. The neighborhood someone lives in can be one of the biggest predictors of how healthy they are. For example, babies born just a few miles from The Loop can face up to a 16-year difference in life expectancy. The vision of Healthy Chicago 2.0 is that all Chicagoans have the opportunity to reach their full potential, regardless of their zip code. Making this vision a reality will require investing directly in neighborhoods and promoting actionable systemic change.

Healthy Chicago 2.0 is being implemented in collaboration with community partners. Action Teams are working to address strategies, develop innovative solutions to meet goals, and leverage existing efforts occurring throughout the city. Click [here](#), for the full Healthy Chicago 2.0 report. Healthy Chicago 2.0 goals, objectives, and strategies are outlined in the following Action Areas:

1. Expanding Partnerships and Community Engagement
2. Improving Social, Economic, and Community Conditions
3. Improving Education
4. Increasing Access to Health Care and Human Services
5. Promoting Behavioral Health
6. Strengthening Child and Adolescent Health
7. Preventing and Controlling Chronic Disease
8. Preventing Infectious Diseases

9. Reducing Violence
10. Utilizing and Maximizing Data and Research

Healthy Chicago 2.0 utilizes community level data to measure and compare health equity in Chicago's community areas across a variety of issues. Two key indices - Economic Hardship Index and Child Opportunity Index - were used to identify neighborhoods with limited access to the resources needed to create healthy environments. These two indices provide more complete, multidimensional understandings of community conditions than individual measures alone. The Economic Hardship Index compares the social economic conditions across communities; it is measured using rates for crowded housing, poverty, unemployment, education, and dependency. The Child Opportunity Index measures community characteristics that influence a child's health and development; it includes numerous indicators related to education, health, environmental, economic, and social factors.

Aligning a city-wide effort with neighborhood vision

This year's funding supports a vision for local change developed and led by the community. The Seed Grants will help to develop a neighborhood investment model that is community driven, aligns funding through collaborative strategies, and can be applied to other community areas. Funding will support projects that lead to broader and longer term impact within communities.

2018 Healthy Chicago 2.0 Seed Grant funding will specifically focus on two communities: North Lawndale and South Lawndale. To access community level health data go to <https://www.chicagohealthatlas.org/>.

North Lawndale and South Lawndale were chosen as target areas for 2018 for the following reasons:

- *Both communities have high economic hardship and low child opportunity.* These communities face social and/or economic challenges that require a comprehensive and highly coordinated response to address health inequities.
- *Both communities have community plans developed by residents, community based organizations, and other stakeholders in the area.* Healthy Chicago 2.0 Seed Grants build on solutions articulated and driven by the residents of the community through a community planning process. (See the *Community Plans: A local vision for neighborhood change* section for more information on community plans.)
- *Both communities have numerous assets that can be leveraged to improve health outcomes.* In addition to engaged residents and community-based organizations, there are public and private investments in these communities that can be aligned to support development, infrastructure, and systems change. The approach can serve as a model for leveraging funding in other Chicago communities.

Community Plans: A local vision for neighborhood change

While Healthy Chicago 2.0 focuses on the city level, many communities have come together on their own to identify the specific priorities and community-driven solutions that will improve the conditions that impact health in their neighborhood. One tool that some communities, including North and South Lawndale, have used to develop a shared vision for a neighborhood change are community plans. These plans clearly outline goals, objectives, and strategies for improving neighborhood conditions in ways that are responsive to its own unique

character, context, and challenges. While no two processes to develop a community plan look alike, certain elements are critical to inclusive and comprehensive planning. For the purposes of this request a community planning process includes most, if not all, of the following elements:

- Leadership by an organization with close ties to the community.
- Ongoing representation in and commitment to the planning process from key community stakeholders such as residents, business owners, local government, and community-based organizations.
- Efforts throughout the planning process to engender widespread awareness, engagement, and support among community residents.
- A quantitative and qualitative assessment of needs, assets, and resources in the community.

This funding opportunity is rooted in the belief that efforts to improve health equity in Chicago will be most successful when synergies between Healthy Chicago 2.0 and a community-driven vision for change are identified and leveraged. Therefore, the Seed Grants will target projects/initiatives that are guided by goals identified in North or South Lawndale’s existing comprehensive community plans.

Examples of community planning efforts and qualifying plans can be found here: [LISC New Communities Program](#), [United Way of Metropolitan Chicago Neighborhood Network Initiative](#), and [Elevated Chicago](#).

Other processes may also qualify. To understand if your plan qualifies, please complete and submit the [“Intent to Apply”](#) form.

Promoting Policy, Systems, and Environmental Change

Healthy Chicago 2.0 employs a broad portfolio of goals, objectives, and strategies. While the plan includes interventions that provide programs and services to individuals, it intentionally emphasizes policy, systems, and environmental change strategies (PSE). This is because, for many years, public health has focused primarily on changing the health behavior of individuals through events, programs, or services. PSE takes a different approach to promoting health that goes beyond individual behavior change and focuses on structures and systems in which we all live, work, and play. These strategies are designed to impact entire organizations or communities and can include changing laws and organizational policies and systems or making physical and observable modifications to the economic, social, or physical environment. Small PSE changes can have broad and long-term impact in improving health outcomes. Table 1 provides an example of the difference between utilizing programs versus PSE change strategies to address obesity.

Table 1: Difference between Programs and Policy, Systems, and Environmental Change – Obesity Example¹

Setting	Programs/Events	Policy, Systems, and Environmental Change
School	Celebrate national nutrition month	Add fruits and vegetables to the a la carte options in schools
Community	Host a community bike ride and parade	Implement a Complete Streets policy to ensure community roads are constructed for safe biking, walking, and driving
Worksite	Hold health screenings for staff	Implement a healthy vending machine policy that offers healthy snacks at an affordable price
Hospital	Hold free breastfeeding courses for new moms	Implement the WHO 10 Steps to Successful Breastfeeding and become a baby friendly hospital

Additional examples of PSE strategies:

- Increase produce availability at local corner stores
- Limit unhealthy snack options in vending machines located in schools, parks, and community spaces
- Enhance the usability of SNAP/WIC/EBT at healthier food retailers
- Provision city public land for green spaces or farmers’ markets
- Conduct walkability audits to identify recommendations for pedestrian-friendly improvements
- Create a safe routes to school program
- Preserve affordable and supportive housing units
- Expand the number of schools participating in school-based health services programs
- Integrate tobacco screening and referral protocols into a hospital/health care system

While we understand not all PSE change efforts can be achieved during the timeframe of this funding period, all projects must support new or existing PSE change strategies. Using an example from above, enhancing the usability of SNAP benefits at healthier food retailers may take more than eight months to achieve. Awarded funds could be used to support this policy change strategy by developing and convening an advisory council to guide policy development, gathering information on existing neighborhood retailers, and hosting community forums to collect input on the potential policy change.

For more information on PSE approaches, we recommend resources provided by [Change Lab Solutions](#) or [Health Trust](#).

¹ Public Health Institute of Metropolitan Chicago and the Cook County Department of Public Health. What Is ‘Policy, Systems and Environmental Change’? Retrieved from: <http://www.cookcountypublichealth.org/files/CPW/PSE%20Change.pdf>

Section II: Healthy Chicago 2.0 Capacity Building Workshop, Integrating Innovation

Community investment models are just one piece of a much larger effort to engage residents in improving the health of their communities. To maximize impact, the skills, expertise, and experiences of community members must be utilized. Healthy Chicago 2.0 also recognizes that addressing health disparities in Chicago requires solving old problems in new ways and cultivating a culture of innovation supports this type of mindset. People and organizations working to create change in their community must be equipped with an array of problem-solving and planning tools so community residents can be active champions for health equity.

To that end, grantees will have the opportunity to participate in a series of capacity building workshops to build a culture of innovation in their organizations while exploring issues impacting their organization or community. Community-based organizations will be invited to participate in a series of four design labs aimed to build skills in innovation, human-centered design, and health data-driven planning. Participants will investigate a challenge, opportunity, or problem in their community; identify and test possible solutions; and develop a model for implementation. The capacity building assistance does not have to be focused on the funded project. The training will be offered to community-based organizations throughout North and South Lawndale.

If you are interested in participating in the workshop and would like to reserve a spot for your team, please complete the application cover page with the required information.

Section III: Eligibility

This RFP is limited to projects in North Lawndale and South Lawndale.

Applicants must:

- Be a 501(c)(3) organization.
- Be located in the City of Chicago.
- Be operating in either North or South Lawndale.
- Be requesting funds for projects/initiatives that are guided by strategies and goals in a comprehensive community plan for North or South Lawndale, this includes plans for the neighborhoods located in these broader community areas.
- Have had an instrumental role in the development and/or implementation of the comprehensive community plan.
 - Applicants must provide a letter of support from the lead agency that demonstrates active involvement, unless the applicant is the lead agency.
- Be requesting funds that align with Healthy Chicago 2.0 goals, objectives, and/or strategies.

Section IV: Available Funding and Contract Terms

A total of \$150,000 for up to four organizations is available for the implementation of the Healthy Chicago 2.0 Seed Grants. Applicants may request up to \$50,000. Not all grantees will receive the maximum amount.

Funds must be used between **May 1, 2018** and **December 31, 2018**. Disbursement of funds is based on reimbursement on a monthly basis and requires the submission of fiscal reports to PHIMC on the forms provided at the time of the award. Successful applicants will receive notification of funding prior to the contract start date.

All successful applicants will be required to comply with the following reporting requirements and activities:

- Participate in a grantee orientation.
- Provide written midterm and final reports to PHIMC on September 14, 2018 and January 15, 2019.
- Provide PHIMC with monthly reimbursement vouchers due on close of business the 9th of every month.
- Work collaboratively with Healthy Chicago 2.0 Action Teams and leadership by attending appropriate meetings and sharing information with other partners about the funded initiative.

Section V: Selection Criteria

A review panel will evaluate each application with a standardized scoring rubric. While each application component has its own scoring criteria, strong applications will demonstrate the following:

1. A direct connection to a community plan. Successful applications will demonstrate how their projects/initiatives align with a North or South Lawndale community plan that incorporates the key elements outlined in Section I. Strong proposals will also articulate how its implementation is part of a larger coordinated effort among lead and partner agencies to realize the vision laid out in the plan.

Community plans in development may also may be eligible for this funding opportunity. Plans associated with neighborhoods (such as Little Village or Marshall Square) that make up parts of North or South Lawndale will also be accepted as long as they meet the aforementioned eligibility criteria.

To determine whether or not it is eligible, you will be asked to provide more information on the [“Intent to Apply”](#) form and submit to PHIMC by March 8.

2. A feasible proposal aligned with Healthy Chicago 2.0. Applications must support the vision of Healthy Chicago 2.0, and align with one or more Healthy Chicago 2.0 goals, objectives, and/or strategies to be considered. Among the proposals that meet those criteria, priority will be given to proposals that demonstrate the following:

- The project proposal is feasible for an eight-month grant cycle ending on December 31, 2018.
- There is a long-term vision for how the project will have lasting impact beyond the funding period and a

clear plan for how that will be achieved.

- There are multiple stakeholders and/or collaborators involved in this work.

3. A project/initiative that uses policy, systems, or environmental (PSE) strategies. One of the aims of this year's Seed Grant is to identify strategies for funding community-driven PSE that are sustainable and impactful. Strong proposals will articulate how their approach meets PSE characteristics described in Section I.

4. An experienced and connected community-based organization. A successful applicant will be a community-based organization that can demonstrate the following:

- Experience and capacity for program management and operational oversight.
- Fiscal responsibility and capability to manage funds.
- Commitment to and experience working effectively with community residents and other community stakeholders.

A successful applicant will also have led or have been closely involved in the community planning process. The applicant organization does not need to be the plan's lead agency, but it must be able to show through letters of support and plan documentation that they played a crucial role in the development of the plan.

Section VI: Key Activities and Dates for Application Process

Intent to Apply

PHIMC strongly encourages all interested applicants to complete and submit their intent to apply and eligibility by completing a brief "Intent to Apply" form. These forms will be reviewed and organizations will be notified if they are not eligible to submit an application based on criteria listed in Section III. Submitting the form does not commit you to submitting a full application. The form should be completed by **March 8, 2018**.

Click [here](#) to complete the "Intent to Apply" form.

Application Submission

All applications and required documents must be submitted electronically to rfp@phimc.org by 11:59 PM on **Thursday, March 22, 2018**. No late applications will be accepted for any reason. The applicant is solely responsible for submitting a complete and timely application. Hard copies of the application will not be accepted.

Questions

For any questions related to this RFP, please email meghana.menon@phimc.org.

Section VII: Evaluation of Proposals

Review panels convened by PHIMC will review and evaluate the proposals in accordance with a standard scoring rubric. The panel will review, score, and make funding recommendations to PHIMC.

The scoring criteria are listed below.

Section	Available Points
Organization Experience	10
Community Profile and Planning Process	10
Project Proposal and Alignment	35
Policy, Systems, and Environmental Change	20
Project Long Term Vision and Sustainability	15
Project Budget and Justification	10
Total Possible Points	100

Section VIII: Application Narrative

Maximum of five (5) total pages is allowed for the application narrative sections. The number of pages used to adequately address each section is up to the applicant, as long as the total stays within the overall page limit. Please note, the Cover Page and Project Budget and Justification Forms are not included in the five page limit.

All applicants must provide responses based on the guidance for each section.

1) Organization Experience (10 points)

What is your organization's relationship with the community (North or South Lawndale) to be served by the proposal?

- Provide a brief overview of the organization's history and mission.
- Describe your organization's connection and history with this community. Provide specific examples of prior experience working in collaboration with residents, community groups, and local government.

2) Community Profile and Planning Process (10 points)

What is the vision for this community? What did the process look like to create that vision?

- What data indicates this project meets the identified community need?
- Identify the qualifying community plan and include it as an attachment to the proposal.
- Provide a brief overview of how your organization, community residents, and key stakeholders engaged in the community plan development.
- Describe how the project will be implemented as part of a larger, coordinated effort between community partners to realize the broad goals of the community plan.

3) Project Proposal and Alignment (35 points)

What do you want to do? How are you going to do it? With whom are you going to collaborate? How will multiple community partners be engaged in the process? How does this project align with Healthy Chicago 2.0?

- Specify the strategy/project identified in the referenced community plan that this funding will support. If applicable, provide the corresponding community plan page number(s). *Note: This grant can be used to fund a full project or a key component of a project identified in the plan.*
- Specify if this proposal supports the expansion of an existing project or initiates a new one. If it is supporting an existing project, describe the specific expansion that will be achieved as a result of this funding.
- Describe the goals and activities of the proposal and how it will be implemented within the eight-month project timeline.
- Detail how the key partners/collaborators will be involved in this project.
- Describe how this project aligns with Healthy Chicago 2.0 goals, objectives, and/or strategies.

4) Policy, Systems, and Environmental Change (PSE) (20 points)

How does the project meet PSE characteristics?

- Identify the PSE approach of the project and explain how the project meets the characteristics of PSE change.
- Explain how this project will have lasting impact after the eight-month life of the grant.

5) Project Long Term Vision and Sustainability (15 points)

How will this project live beyond the life cycle of the grant? What is the long-term vision?

- Describe what measures will be used to evaluate impact in eight months.
- Describe what project success looks like in two years from the contract start date and how it will be measured. Please include specific indicators or metrics that will be used to measure success when possible.
- If this project will continue operating after the eight-month funding period, explain how it will be supported.

6) Project Budget and Justification Workbook (10 points)

How will you use the funding?

- Briefly describe the project budget and how the funds will be used.
- To complete this section, you will need to use the PHIMC Budget and Justification Workbook. These forms provide the format for the required eight-month itemized budget explaining how each line item will be expended.

Budget categories include:

- Salary and wages - Funds may only support a staff position, if that staff position is fundamental to completing the project or task associated with the proposed project.

- Fringe
- Contractual Services
- Travel
- Materials and Supplies
- Indirect (calculated as a maximum of 10% of budget)

Click [here](#) to download the PHIMC Project Budget and Justification Workbook.

Required Supporting Documents

The following supporting documents must be emailed with each narrative application following the instructions outlined in Section IX of the RFP.

- Seed Grant Cover Page
 - Please use the template provided [here](#)
- Project Budget and Justification Workbook
 - Please use this [template](#) provided and see Section VIII, 6. for a full description
 - This is a two page workbook. The second worksheet auto-populates the first worksheet. Both worksheets must be submitted with the application.
- A copy of the community plan referenced in the proposal
- Internal Revenue Service 501(c)(3) tax exempt determination letter or certificate
- Organization’s operating budget for current year
- Organization’s most recent financial audit
- Letters of Support – if your organization is not the lead author of the plan, a letter of support is required from the community plan’s lead organization. Additional letters of support are encouraged, but not required, from key partners that will be engaged in implementing the project. No more than three letters will be accepted.

Section IX: Formatting and Submission

Application Formatting Instructions

Applications that do not fully meet the eligibility requirements outlined in Section II of this RFP, and the instructions in this section, will not be evaluated for review.

Follow these instructions in completing your application.

- Use at least 1.5 line spacing and 11-point font size.
- Applications should have at least one inch margins on all sides.
- The [Cover Page](#) should be the first page of the application narrative. This does not count towards the five page limit for narrative.
- Application narratives must stay within the five page limit.
- Narrative responses should be numbered to reflect the sections outlined in Section VIII.

- Include the application category title, e.g., Organization Experience, at the beginning of each section.
- Include page numbers in the footnotes of the narrative application.
- Attach only the supporting documentation requested or directly related to the application.

Submission Guidelines and Instructions

All complete applications must be submitted by **11:59 PM on Thursday, March 22, 2018**. Failure to follow any of the instructions related to content, including page limitations, will result in the proposal being eliminated from consideration. Other than late submission, the most common reasons that proposals are rejected include missing sections of the proposal and failure to include requested documents.

File Saving and Naming Conventions

Documents should be saved in the following format with the corresponding file naming conventions:

- **Narrative Application:** The application Title Page and five page narrative should be saved in its own file.
 - File naming convention: [agency name]_Seed_Narrative Application
 - Example: PHIMC_Seed_Narrative Application
- **Supporting Documents:** Each document must be submitted as an individual file. Use the filename instructions outlined below.
 - File Naming Convention (Individual Supporting Documents): [agency name]_Seed_[name of required document]
 - Example: PHIMC_Seed_501c3 Letter

Email Submission

PHIMC will only accept applications submitted via email.

- All applications and supporting documentation must be submitted in a single email as PDFs to rfp@phimc.org with the subject line “[agency name] Seed Grant Application”.
- Submission emails must not exceed 30 MB. Emails that exceed this size will not be accepted by PHIMC’s email server system.
- The PHIMC email server will NOT accept .zip files.

Email File Attachments

All application documents should be submitted as PDF file attachments to the email.

- The RFP application and accompanying required supporting documents must be converted to PDF formats.
 - There are many free, downloadable PDF converters. A recommended program is CutePDF Writer - <http://www.cutepdf.com/>.
- If scanning documents into PDFs and/or creating PDFs via Word or another software, the resolution should be set to 300dpi or less.