

Center for Health Program Management

Request for Proposals

Reducing African American Child Deaths in Sacramento County

Community Incubator Lead Grants

2016 Funding Opportunity

Center for
**Health Program
Management**

SIERRA HEALTH FOUNDATION

Sierra Health Foundation: Center for Health Program Management is the administrative entity providing support to the Steering Committee on Reduction of African American Child Deaths (RAACD) in the implementation of its Strategic Plan and its efforts to ensure that a coordinated and collaborative process will result in community transformation.

Sierra Health Foundation: Center for Health Program Management is an independent 501(c)(3) nonprofit bringing people, ideas and infrastructure together to create a collective impact that reduces health disparities and improves community health for the underserved living in California. For information about the Center, visit www.shfcenter.org.

SACRAMENTO
COUNTY

APPLICATION INSTRUCTIONS, BACKGROUND AND CRITERIA

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Review all sections carefully and follow specific instructions. Submit your proposal package electronically in accordance with instructions in Section V.

I. Background and Program Overview

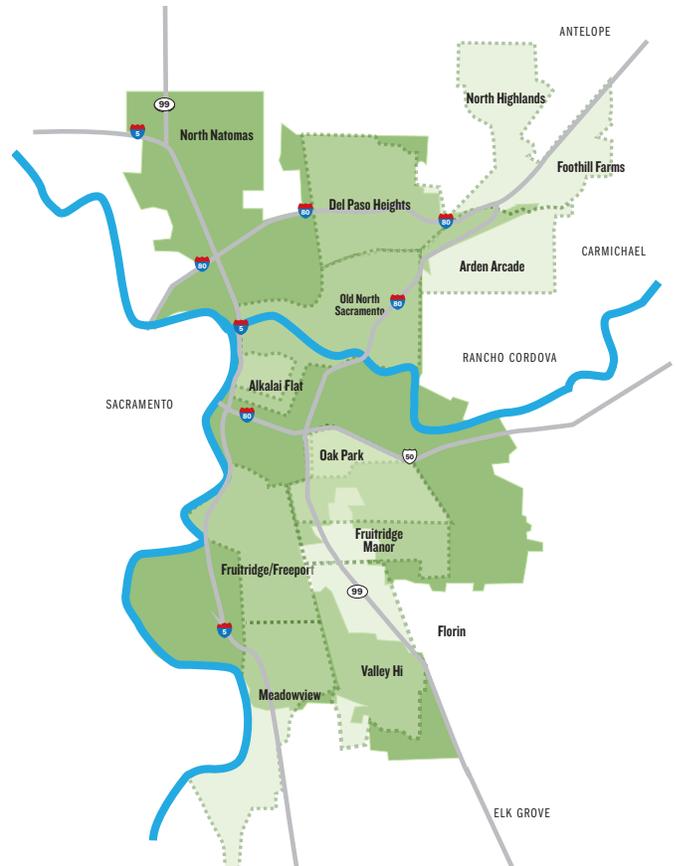
In April 2013, the Sacramento Blue Ribbon Commission Report on *Disproportionate African American Child Deaths* described the 20-year problem of disproportionate African American child mortality in Sacramento County, recommended the adoption of the goal of reducing African American child deaths by at least 10% to 20% by 2020, outlined potential approaches to achieving the goal and established the Steering Committee on Reduction of African American Child Deaths (RAACD). The report identified four causes of death that have the most disproportionate impact on African American children in Sacramento County. Those causes are:

1. Infant sleep-related deaths
2. Perinatal conditions
3. Child abuse and neglect (CAN) homicides
4. Third-party homicides

It also highlighted six neighborhoods with the most disproportionate number of African American child deaths in the county. The six neighborhoods have become the focus of the RAACD efforts and include:

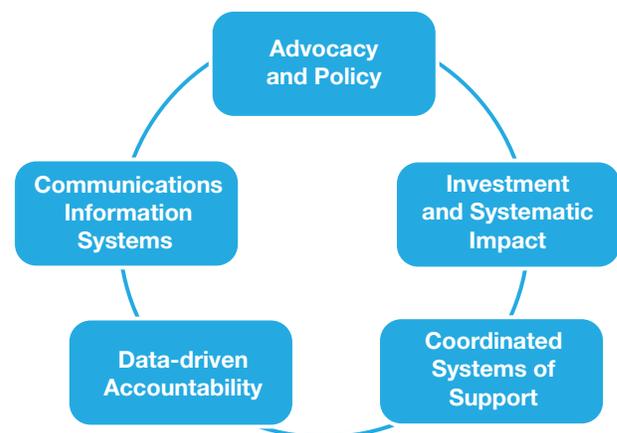
1. Valley Hi/Meadowview
2. Arden-Arcade
3. North Sacramento/Del Paso Heights
4. Oak Park
5. North Highlands/Foothill-Farms
6. Fruitridge/Stockton Boulevard

In March 2015, following an intensive community process driven by core values of collaboration, community engagement, commitment, accountability, innovation, sustainability and service, the Steering Committee created a strategic plan, *African American Children Matter: What We Must Do Now*, outlining five priority strategies to transform public systems and foster meaningful community engagement to achieve its goal.



The strategies focused on:

1. Advocacy and Policy
2. Equitable Investment and Systematic Impact
3. Coordinated Systems of Support
4. Data-driven Accountability and Collective Impact
5. Communications and Information Systems



In June 2015, the Sacramento County Board of Supervisors voted to approve \$1.5 million annually for five years to implement the RAACD plan. This commitment is a complement to the existing investments currently being made by the county's First 5 Commission and its public health, child welfare and probation departments. This commitment is also structured to expressly focus on facilitating an unprecedented level of community capacity and engagement to address the urgent need for action.

As a result of this commitment, the Steering Committee created an implementation plan to set forth steps needed to achieve the goal of reducing African American child deaths in Sacramento County. The implementation plan is a living document and is designed to adapt to meet the dynamic environment in which it will operate.

Core Objectives for RAACD Implementation Plan

Six core objectives, based on the principles outlined in the strategic plan, will be used to monitor the effectiveness of the implementation process. The objectives, which are listed below, will continually be refined through an ongoing community engagement process and analysis of new information as it becomes available.

1. Engage residents and a select group of community institutions in RAACD priority neighborhoods and establish them as an inter-neighborhood network to reduce African American child deaths
2. Design a community/grass roots messaging and marketing campaign and deploy it through a saturation strategy in the focus neighborhoods
3. Increase the level of investment in high-quality and evidence-based programs and services for children, youth and families in the focus neighborhoods
4. Improve access to services through the co-location of multi-disciplinary social services teams in the RAACD-focused neighborhoods
5. Align county policy discussions and practice changes with identified neighborhood network priorities

6. Monitor the quality of implementation, evaluate effectiveness and report on progress toward the ultimate goal of reducing African American child deaths and promoting children's well-being

II. Eligibility Criteria

Sierra Health Foundation: Center for Health Program Management seeks proposals for Community Incubator Leads in each of the six focus communities.

Sierra Health Foundation: Center for Health Program Management will fund nonprofit organizations that are tax-exempt under Section 501(c)(3) of the Internal Revenue Code and are designated as a 509(a)(1) or 509(a)(2) organization. Additionally, funds may go to public agencies, including local government agencies. Fiscal sponsors for entities that are not qualifying 501(c)(3) nonprofits or public agencies are eligible to apply.

Proposed activities must directly benefit people living in one or more of the six focus communities.

III. Scope of Work and Key Deliverables for Grantees

Sierra Health Foundation: Center for Health Program Management will award up to six Community Incubator Lead (CIL) grants. Grantees will be located in each of the six RAACD focus communities referenced in Section I of this RFP. CILs will be responsible for:

- (a) coordinating the network of RAACD efforts in its neighborhood including supporting cultural brokers, provision of trauma-informed care, disseminating community grass roots messaging, actively encouraging youth leadership and engagement,
- (b) building and strengthening community relationships by serving as a neighborhood facilitator and convener, supporting education and engagement to reduce the African American child mortality rate and improve access to available resources, and
- (c) managing small re-granting programs under the supervision of the Steering Committee to local organizations involved in the RAACD activities within the focus neighborhoods.

CILs will be expected to collaborate with each other and other neighborhood and county entities across all priority areas. Grantees can expect to receive guidance and training based on ongoing community capacity building.

CILs will be responsible for performing the following activities within the focus neighborhood:

- Conduct a community assets scan.
- Propose and implement new programs based on gaps revealed in the assessment.
- Identify key city and county services that can be leveraged to deliver focused, neighborhood-based localized services.
- Identify needed technical assistance and other resources.
- House and coordinate the Multi-Disciplinary Teams (MDT). MDTs are co-located county agencies within each of the six neighborhoods that will work in tandem with CILs to offer culturally appropriate services and facilitate access to resources. It is the expectation that the CIL awardee will accommodate at least a four-person county social service staff team in partnership with this grant.
- Participate in the Community Leadership Roundtable (CLR), which is a group of volunteer members who live or work in Sacramento County and represent the six focus neighborhoods and serve as liaisons between the Steering Committee and the community, responsible for relaying information and bringing forth concerns and questions. See www.shfcenter.org/raacd
- Participate in four grantee Technical Assistance Resources Center (TARC) learning community convenings in Sacramento. Travel costs to attend the convenings are the responsibility of the funded organization and may be included in the proposed budget. Organizations may bring five to seven staff/community partners.
- Support the coordination of community-based participatory action research.

Additionally, applicants may include descriptions of their work in the following areas:

- Coalition building/Partnership development
- Policy development
- Leadership development
- Community engagement, organizing and advocacy
- Research/Participatory action research
- Multi-ethnic/multi-racial collaboration
- Capacity building
- Communications/outreach and education
- Youth engagement, organizing and advocacy
- Peer learning
- Collective impact and/or results-based accountability

Project Amount: Applicants may request an amount up to \$100,000 per year for three years, with the possibility of a two-year renewal. Total budget should not exceed \$300,000.

- Up to 15% of the amount of direct costs may be requested for indirect costs
- Direct costs may include, but are not limited to, staff compensation, consultants, operating costs, meeting costs, travel and equipment.

IV. Selection Criteria

Applications will be reviewed according to the following selection criteria. The most competitive applications will:

- Present plans for activities designed to reduce health disparities, promote health equity and reduce African American child deaths by 10% to 20%, specifically those deaths caused by the four causes – perinatal conditions, infant sleep-related deaths, child abuse and neglect and/or third party homicides;
- Explain why the applicant organization is best suited to be successful in serving as a CIL for a specific neighborhood, including the organization's experience engaging neighborhood residents and history of addressing systemic barriers that cause vulnerability for individuals and families;

- Include collaboration and partnerships with other neighborhood and county entities to carry out the proposed activities;
- Identify plans for leveraging social and financial resources to deepen program impact;
- Provide a reasonable project scope and budget;
- Identify existing facilities and services within the proposed target neighborhood(s) to house the Multi-Disciplinary Teams of county social service staff; and
- Describe the anticipated difference their proposal would make in the proposed target neighborhood.

Funding will **not** go to:

- Debt retirement
- Operational deficits or partisan activities
- Individuals
- Religious organizations for explicit religious activities
- Activities that exclusively benefit the members of sectarian or religious organizations
- 509(a)(3) supporting organizations
- 501(c)(4) organizations or lobbying activities

V. Requirements, Instructions, Proposers' Conference and Deadline

Interested and qualified organizations are invited to submit an application downloaded from Sierra Health Foundation: Center for Health Program Management's web site at www.shfcenter.org/raacd. Submissions, in PDF format, should include the following:

- Completed RAACD CIL packet, which includes:
 - Application Cover Sheet form
 - Proposal Narrative
 - Project Budget and Budget Explanation
 - Project Management Leadership Organizational Chart
 - Implementation Plan

- Applicant organization's 501(c)(3) determination letter
- Applicant's most recent statement of financial activity
- Three partnership letters of support that show the breadth and depth of collaboration is preferred

Submission Instructions

Submit proposal and direct all inquiries to: raacd@shfcenter.org

For proposal submissions, use subject line: RAACD CIL Grant Proposal

For inquiries, use subject line: RAACD CIL Grant Questions

You will receive an e-mail within three business days acknowledging receipt.

Deadline

Applications are due no later than noon on March 4. Late proposals will not be considered. Applicants will receive a confirmation e-mail within three business days.

Proposers' Conference

A proposers' conference to review the funding opportunity and application process will take place on February 16 at Sierra Health Foundation in the Bannon Island Room from 9:30 a.m. to 11:30 a.m. Attendance at the conference is strongly recommended, though not required. You are encouraged to RSVP for the conference at www.sierrahealth.org/raacd/cil/feb-16.

VI. Proposal Checklist, Important Dates and Timeline

Include all of the following items in your proposal package:

- Completed Reduction of African American Child Deaths Community Incubator Lead Packet
 - Application Cover Sheet form
 - Proposal Narrative
 - Project Budget and Budget Explanation
 - Project Management Leadership Organizational Chart
 - Implementation Plan
- Applicant organization's 501(c)(3) determination letter (if a public agency, please explain)
- Applicant organization's most recent statement of financial activity that shows revenue and expenses for a full year (not IRS form 990)
- Three partnership letters of support

Important Dates and Timeline

February 5, 2016	Release of RFP
February 16, 2016	Proposers' Conference
March 4, 2016	Proposals due by noon (Pacific Standard Time)
April 2016	Finalist interviews/site visits
April 20, 2016	Grant(s) decision
April 29, 2016	Appeal deadline
May 13, 2016	Appeal decision
May 2016	Grant(s) awarded

VII. Appeal Process

Sierra Health Foundation: Center for Health Program Management ("Center") has established the following appeal process for this RFP. Any proposer wishing to appeal disqualification in the screening process or the proposed award recommendation(s) must submit a written letter of appeal by April 29, 2016. The written letter of appeal of the

proposed award(s) must reference the title of this RFP and be submitted to appeals@shfcenter.org.

Any appeal shall be limited to the following grounds:

1. The Center failed to include in the RFP a clear, precise description of the format which proposals shall follow and elements they shall contain or the criteria to be used in screening and evaluating proposals, or the date on which proposals are due: and/or
2. Proposals were not evaluated and/or recommendation(s) for award were not made in the following manner:
 - All proposals were reviewed to determine which ones met the screening criteria specified in the RFP; and/or
 - All proposals meeting the screening requirements were submitted to a Review Committee, which evaluated the proposals using the criteria specified in the RFP; and/or
 - The proposer(s) judged best qualified by the Review Committee was recommended to Steering Committee for award; and/or
 - The Center correctly applied the standards for reviewing the format requirements or evaluating the proposals as specified in the RFP.

Appeal letters must be received at the above e-mail address by the date shown in the RFP timeline. Oral appeals will not be accepted. It is the proposer's responsibility to ensure receipt by delivery to the above e-mail address by the deadline. Appeals will not be accepted after the deadline specified. Appeal letters must clearly explain the failure of the Center to follow the rules of the RFP.

All written appeals shall be investigated by the Center who shall make a finding regarding any appeal by the date shown in the RFP timeline.

Important Application Guidelines

To help us process your application, please follow these submission guidelines.

- We encourage you to submit your application before the deadline date in case you need help with any of the guidelines below.
- Submit the application by e-mail, attaching all required documents, no later than noon on the deadline date. There should be no more than six attachments: application, 501(c)(3) letter (if applicable), financial statement and three partnership letters of support. Do not combine into one document.
- Include the name of the applicant organization and the name and telephone number of the person sending the application e-mail in the body of the e-mail so we can contact you if we have questions.
- Submit all materials listed in Section V “Proposal Checklist, Important Dates and Timeline” in PDF format.
- Download and complete the application form posted on the Sierra Health: Center for Health Program Management’s web site. Save the form in PDF format before attaching to your submission e-mail.
- Submit 501(c)(3) letter and financial statement in PDF format as attachments to the e-mail.
- Send all attachments in one e-mail. If the total size of attached files is greater than 8MB or your submission e-mail bounces back to you, contact us at raacd@shfcenter.org.
- Do not scan documents in color as this will greatly increase file size. Do not attach Zip files. Do not attach jpeg, tiff, gif or any other picture file formats.
- Submit application materials only once. Be sure your materials are complete and accurate before submitting them. Revised application materials will not be accepted.
- Do not put the application content information in the body of your e-mail message; attach the application materials as requested above.

- Do not include any materials not requested, such as MOUs or photos, etc.
- Printed applications will not be accepted. If you need help submitting your application materials by e-mail, send an e-mail to raacd@shfcenter.org with the subject line: E-Mail Help.
- If you are not a 501(c)(3) incorporated nonprofit organization, you may identify a 501(c)(3) entity to apply as your fiscal sponsor.

Early submission is advised. We may not be able to respond to your requests for help on the deadline date.