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**Welcome to the  
California Equitable Recovery  
Initiative  
Request for Applications  
Review Webinar**

**October 24, 2022**



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# Agenda

- **Background**
- **The Funding Opportunity**
- **How to Apply**
- **How to be Competitive**



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## Presenters

**Jennifer Houston, Contract Program Officer, The Center**  
[jhouston@sierrahealth.org](mailto:jhouston@sierrahealth.org)

**Amy Zhang, CDPH CERI Program Manager**  
[equityteam@cdph.ca.gov](mailto:equityteam@cdph.ca.gov)

**Madeline Sabatoni, Program Officer, The Center**  
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**T H E C E N T E R**

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- **Launched in 2012**
- **Brings people, ideas and infrastructure together to create positive change in California**
- **Dedicated to health and racial equity**
- **Managing entity of the California Equitable Recovery Initiative in partnership with California Department of Public Health**



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- Through a partnership with the Sierra Health Foundation, the California Department of Public Health (CDPH) Office of Health Equity (OHE) will award \$2.6 million in competitive grants distributed between approximately 10-15 community-based organizations (CBOs) across California led by and/or serving communities facing inequities from the COVID-19 pandemic
- This Request for Applications (RFA) is funded through the COVID-19 Health Disparities Grant from the CDC. CDPH has rebranded this federal grant as the California Equitable Recovery Initiative (CERI).
- This RFA seeks to address the root causes of these inequities and to ensure an equitable recovery from the COVID-19 pandemic. CBOs will use the funding to address underlying inequities in the social determinants of health that have contributed to disproportionate harm from the Coronavirus among priority communities.

*This opportunity was developed in partnership with the California Department of Public Health.*



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The funding opportunity is intended to benefit priority communities that have been impacted by COVID-19.

### **Priority Populations List\***

Priority populations facing COVID-19 inequities and/or high risk include the following but are not limited to:

- Black and African American
- Latinx
- Caribbean (which includes Dominican, Cuban, Puerto Rican), Mexican, South American, Central American, or other countries/regions with Spanish influence
- Native Hawaiian and Pacific Islanders



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- Chamorro/Guamanian, Fijian, Marshallese, Mariana Islanders, Micronesian, Ni-Vanuatu, Samoan, Tongan
- Asian American
- East Asian: Chinese, Korean, Japanese, Taiwanese
- South East Asian: Cambodian/Khmer, Hmong, Malaysian, Myanma/Burmese, Indonesian, Laos, Thai, Vietnamese
- South Asian: Afghani, Bangladeshis/Bengali, Indian, Nepalese, Pakistani, Punjabi
- Filipinx
- Arab Americans and Middle Eastern and North African (MENA)
- Indigenous: Native American/American Indian and Alaskan Native
- Tribal communities, especially rural tribal communities
- Unhoused or in crowded housing
- Farmworkers
- Immigrants & refugees



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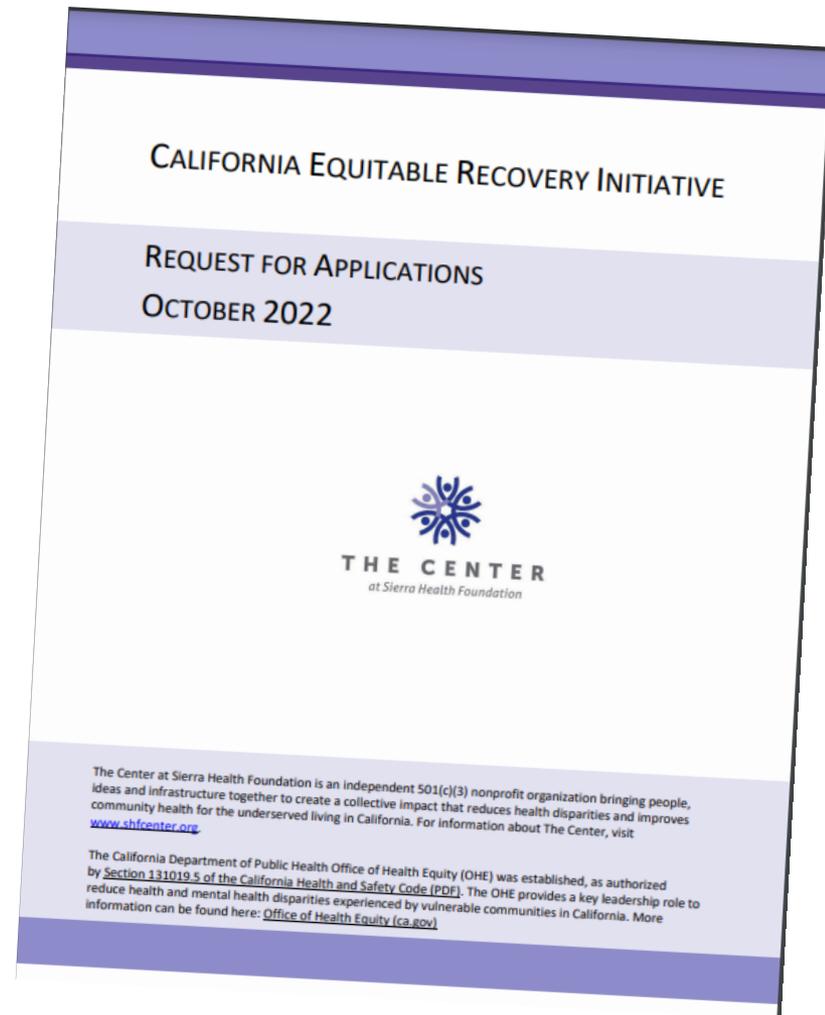
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- Low-wage and frontline essential workers
- Low-income individuals
- Currently or formerly incarcerated or detained people
- Lesbian, Gay, Bisexual, Transgender, Queer and/or Questioning, Intersex, Asexual, and Two-Spirited (LGBTQ+)
- Those in long-term care, skilled nursing facilities, adult day programs, or other similar congregate settings
- Those exposed to high levels of air pollution
- Limited English Proficient (LEP)
- People with disabilities and/or different abilities
- Seniors with disabilities and/or different abilities, living alone, linguistically isolated, in poverty, seniors of color
- Intersections of these characteristics



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# Funding Opportunity Overview





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## **Eligibility Criteria**

- Located in the state of California.
- Provide services in the state of California.
- Are a 501(c)(3) community-based organization. If a CBO is not a 501(c)(3), a fiscal sponsor who is a 501(c)(3) can be used who will submit the application. The fiscal sponsor will need to follow the same eligibility criteria.
- Applicant organizations and their partners must have evidence of inclusivity and shall not discriminate based on race, color, religion (creed), gender, gender expression, age, national origin (ancestry), disability, marital status, sexual orientation, tribal affiliation, or military status in any of its activities or operations.



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## **Ineligible Organizations**

The following entities are ineligible to apply for this funding source and are ineligible to serve as subcontractors:

- Local Health Jurisdictions (LHJs)
- Hospitals, Clinics, Healthcare Providers, and (Social) Health Maintenance Organizations
  - Healthcare and other direct services are not an allowable activity
- Nursing Home Facilities (i.e., Long-term Care Institutions, Skilled Nursing Facilities)
- Academic Institutions
- Research Organizations
- Union Organizations



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## Scope of Work

To advance an equitable recovery through:

- **Policy**
- **Systems**
- **Environmental Changes**

Proposed project design can be a **community-defined best practice, evidence-based, or innovative.**

Projects should focus on **systemic work, leading to a more equitable recovery and creating resiliency among those most impacted by the pandemic.**



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This RFA seeks to advance the State's work to close racial, ethnic, and other disparities related to COVID-19 and to ensure an equitable recovery and resilience building

These are funding guidelines that are intended to be broad based to address equitable recovery and resilience building.

- 1. Build a healthy and resilient future for priority communities**
- 2. Promote economic opportunity for priority communities**
- 3. Advance housing stability strategies for priority communities**
- 4. Address the educational gap in school age children that has resulted from the pandemic in priority communities**



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## **TOTAL AWARD AMOUNT**

Up to \$300,000 for 15 months for 501(c)(3) community-based organizations, but applicants cannot supplant other funding. This funding can be used to build off existing efforts or be used for new projects.

*\*Up to 20% of direct costs may be requested as indirect costs*

## **GEOGRAPHIC CONSIDERATIONS**

Funding will be distributed throughout California. There will be priority consideration given to specific geographic areas that have been impacted by COVID-19.



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## **CURRENT RECIPIENTS OF OTHER COVID-19 FUND SOURCES**

If you have been awarded a previous grant under COVID-19 funding and/or Pilot Project funding you may apply for this opportunity.

We will ask reapplicants and current recipients of COVID funding to provide an explanation on why they will need ongoing funding.

**Please refer to requirement application question #13.**



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## **REPORTING REQUIREMENTS**

Grantee partners will be required to submit a quarterly narrative report, as well as a final report responding to the performance measures identified in their grant agreement and work plan, as well as financial reports describing actual expenditures of grant funding.



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## **APPLICATION TIMELINE**

At The Center's discretion, the timeline below is subject to change to best meet programmatic needs and funder requirements.

**APPLICATION DEADLINE:** November 29, 2022 at 1 p.m. (Pacific Time)

**REVIEW OF APPLICATIONS:** End of November – End of December 2022

**APPROXIMATE AWARD ANNOUNCEMENT:** January 2023

**APPROXIMATE DATE GRANTS ISSUED:** February - April 2023 (depending on speed of document collection)



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## **PROJECT TIMELINE**

Grants will cover activities for the anticipated funding time period: **early 2023 – June 30, 2024.**



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# Questions?



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# **California Equitable Recovery Initiative**

## ***Application Process***



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# Application

## CERI Project Grant Application

Save my progress and resume later | [Resume a previously saved form](#)



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Use **Tab** key or **mouse click** to move from field to field. Clicking **Enter** will attempt to **Submit** incomplete application. If you are a Mac user - Press and hold the Command key, then click the Drop Down Items.



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# Application

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# Application

## *Applicant Information*

- Applicant organization information
- Applicant organization CEO/Director information
- Application contact information – for questions related to the proposal
- Applicant Organization Tax ID #



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# Application

## *Project Information*

- Project Name and Brief Purpose
- Requested Amount
- Geography – Counties the Project will Impact,  
*Please indicate the jurisdiction where your project will be focused.*
- Priority Communities



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# Application

## *Questions for Project Narrative*

- 1) Organization Description
- 2) Need
- 3) Project Goals and Outcomes
- 4) Population Description
- 5) Track Record with Proposed Focus Population
- 6) Project Activities
- 7) Track Record with Proposed Project Activities
- 8) Staffing
- 9) Equity Implementation
- 10) Partnerships
- 11) Monitoring and Evaluation
- 12) Organizational and Fiscal/Admin Capacity
- 13) Additional Funding
- 14) For Current Recipients of any State COVID funds only (which includes awardees from the Pilot Projects Program)



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# Attachments



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# Application

## Required Application Attachments

- Proposed project budget
- Proposed project budget justification
- Applicant organization's W-9
- One (1) Letter of Support is **OPTIONAL** from the (lead) Applicant's Local Health Jurisdiction (LHJ, or local health department).



**Proposed budget completed in The Center's Proposed Budget Template ([template available here](#)) \***

**Choose File** No file chosen

**Proposed budget justification \***

**Choose File** No file chosen

**Applicant organizations W-9 \***

**Choose File** No file chosen

**IRS Determination Letter \***

**Choose File** No file chosen

**OPTIONAL - One (1) Letter of Support from the (lead) Applicant's Local Health Jurisdiction (LHJ, or local health department).**

**Potential authors from the LHJ can be:**

- LHJ Director
- Assistant Director
- Health Officer or Deputy Health Officer
- COVID-19 Response or Infectious Disease Manager
- Equity Manager or Equity Office

**Choose File** No file chosen



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# Proposed Budget



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Organization Name	Insert Organization Name Here	
Pilot Project Title	Insert Pilot Project Title Here	
Program Budget	Budget	Description
Personnel Costs	\$ -	
	\$ -	
Subtotal	\$ -	
Benefits @ X% of Personnel		X% of Personnel Costs
	\$ -	
	\$ -	
Subtotal	\$ -	
Non-Personnel Costs	\$ -	
	\$ -	
Subtotal	\$ -	
Rent Costs (\$500)	\$ -	
	\$ -	
Subtotal	\$ -	
Indirect Costs @ X% (rent excluded) of total allowable		X% of Direct Costs
	\$ -	
	\$ -	
Subtotal	\$ -	
Travel and Per Diem Costs	\$ -	
	\$ -	
Subtotal	\$ -	
Subcontracting Costs		
(Please provide a breakdown of subcontractor costs if there are multiple subcontractors, and if this		
	\$ -	
	\$ -	
Subtotal	\$ -	
Evaluation Budget @ X% of Project Budget (Optional)		X% of Project Budget
	\$ -	
Subtotal	\$ -	
Total Expenses	\$ -	



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## INSTRUCTIONS

Each budget item needs to include a name for the item, a dollar amount, and a description to justify the cost. Please include the % for categories: Benefits, Indirect Costs, and Evaluation Budget (Optional). Additional formulas may be added.

**Personnel Costs** are the direct operating costs for staff time devoted to fulfilling the goals of this grant. It may include a pro-rated portion of benefits. Line items should be provided for specific individuals and/or positions.

### Benefits

The benefits line item represents the total amount of taxes and benefits (aka "fringe") related to the personnel line items above it. Enter the percentage in the Benefits description (example: "X% of Personnel Costs").

**Non-Personnel Costs** are direct operating costs necessary to carry out the project being funded; these costs need to be explicitly connected to pilot project activities and not just routine costs.

**Rent Costs** have a maximum of \$500/month.

**Indirect Costs** are those expenses that are necessary for the general operation of an organization and are not specifically identified with a particular grant, contract, project or activity. Indirect Expenses must not exceed a maximum of 25% of Total Personnel Services (Personnel Costs plus Fringe Benefits) or 15% of Total Allowable Direct Costs. Indirect costs can include but are not limited to janitorial services (i.e. 5% of total indirect cost), legal services (i.e. 8% of total indirect cost), etc. Enter the percentage in the Indirect Costs description (example: "X% of Direct Costs").

**Travel and Per Diem Costs** must adhere to the rates set by the California Department of Human Resources (CalHR): Travel Reimbursement Information <https://www.calhr.ca.gov/employees/pages/travel-reimbursements.aspx>

**Subcontracting Costs** are costs for any subcontractors that the applicant anticipates contracting with to fulfill the goals of this grant. Each subcontractor must be listed separately. Subcontractors must adhere to the same guidelines as the lead applicant (maximum of 25% indirect costs, etc.).

**Evaluation Budget (Optional)** is the cost involved in the assessment of whether resources have been used appropriately and effectively. The purpose of the evaluation is to help others replicate the successes of the project and avoid pitfalls. If applicable to your organization, enter the percentage in the Evaluation Budget description (example: "X% of Project Budget").



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## **Budget Justification**

- List each line item
- Include full-time equivalents (FTE) for staff
- Identify other funding secured for the proposed activities, if applicable
- In your Budget Justification, describe the purpose of each line item and in-kind support



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# Questions?



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# How to be Competitive



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## Selection Criteria

Competitive applications will demonstrate:

- Track record of successfully being led by, serving and/ or partnering with people from the priority communities
- Experience providing culturally appropriate services to people experiencing COVID -19 from a diverse range of backgrounds and communities
- Application of trauma-informed care, harm reduction, motivational interviewing and cultural humility approaches



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## Selection Criteria

Competitive applications will demonstrate:

- The use of an equity framework that recognizes the need to focus health intervention resources on communities that bear the heaviest burden of health inequities due to systemic racism, ableism, poverty and other related structural conditions
- A plan that is responsive to the evolving COVID-19 pandemic into endemic and recovery
- Prevention and education that is tailored and utilizes a stigma-reducing approach



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## Selection Criteria

Competitive applications will:

- Demonstrate the ability through staffing, partnerships, program strategies and approaches to provide a program that is culturally responsive and linguistically appropriate to the priority communities impacted by COVID-19.
- Demonstrate the organization's capacity to implement this project and plans for capacity-building, where applicable.



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## Selection Criteria

Competitive applications will:

- Affirm the applicant's ability to submit progress and financial reports quarterly.
- Affirm participation in convenings.



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## Proposal Writing Tips

- Read and follow application guidelines and instructions
- Verify your organization is eligible
- Answer questions clearly and provide enough detail about the proposed activities so that the reviewers can fully understand your plan
- Clearly explain your proposed project and what change will result from receiving funding



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## Proposal Writing Tips

- Check for consistency in the project description, budget narrative and budget line items
- Have someone who is not involved in the project read your draft application and tell you what they think you're applying for
- Review the Attachments Checklist to ensure you have all required documents



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## Checklist

- ✓ Review Application Instructions and Criteria
- ✓ Complete the application in the online application:
  - ✓ Completed application questions
  - ✓ Project Budget
  - ✓ Project Budget Justification
  - ✓ W-9
  - ✓ IRS Determination Letter
  - ✓ One (1) Letter of Support is OPTIONAL from the (lead) Applicant's Local Health Jurisdiction (LHJ, or local health department).



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## Contacts and Resources

### Contact:

If your question wasn't answered, e-mail questions to: [centergrants@shfcenter.org](mailto:centergrants@shfcenter.org)

Please include "CERI Question" in your subject line.

### Resources:

California Equitable Recover Initiative webpage: <https://www.shfcenter.org/programs-and-initiatives/california-equitable-recovery-initiative/>

The Center: [www.shfcenter.org](http://www.shfcenter.org)