



2009D Fund for the Future

**Reaching Beyond the Delivery of
Clinical Health Care Services
to Improve the Health of Maine People**

Request for Proposals (RFP)

**Issue Date – May 19, 2009
Letter of Interest Due Date July 2, 2009**

Maine Health Access Foundation
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KEY DATES AND DEADLINES FOR 2009D Fund for the Future Grants	
RFP Released	May 19, 2009
On-Line Listening Tour via Facebook	May 25-June 12
Q&A Live Chats <ul style="list-style-type: none"> ▪ June 1, 2009, 2:00-3:00 pm ▪ June 16, 2009, 11:00-Noon 	Enter chat via www.mehaf.org .
Letter of Interest Due	July 2, 2009
Public Comment on LOIs via Facebook	July 13 – July 31, 2009
Technical Assistance for On-line Submission	September 14 – September 18, 2009
Invited Full Proposals Due*	September 25, 2009
Public Rating of Proposals via Kluster	October 5 – October 23, 2009
Grants Announced	December 21, 2009
Grant Period	January 1, 2010 – December 31, 2011
* Please note proposals will be submitted via an on-line application, and must be <u>received</u> electronically by 4:30 p.m. on the due date.	

PROGRAM FOCUS and FUNDING PRIORITY

The Maine Health Access Foundation (MeHAF) is issuing a request for proposals (RFP) for projects that improve the health of Maine people. MeHAF's Fund for the Future will support projects that focus on the factors beyond the patient-provider interaction in the health care system to acknowledge and support the role of the community and broader environment in promoting health. Projects should focus on the social, economic, and environmental conditions and contexts that affect people's health and within which they make choices regarding their health.

ORGANIZATIONAL ELIGIBILITY

501(c)(3) tax-exempt public charities, governmental or other public, non-profit entities are eligible. MeHAF will also accept proposals from organizations that have not yet attained 501(c)(3) tax-exempt status, if they have a suitable fiscal sponsor in place, with a memorandum of understanding outlining the relationship. Individuals and private foundations are ineligible. Applicants must be organizations based in Maine. NOTE: The Maine Health Access Foundation has specific requirements for public charity applicants that are operating under subsection 509(a)(1), (2), or are functionally integrated under subsection (3) of the Internal Revenue Code. Please examine your final 501(c)(3) determination letter to identify if you are affected. Additional information is outlined in Appendix A, page 10.

FUNDING AVAILABILITY

Organizations may request two-year grants of up to \$25,000/year. Three projects will be funded in this round. A total of \$75,000 is available in 2009.

QUESTIONS

Please contact Len Bartel, Program Officer, (207) 620-8266, ext. 107 or lbartel@mehaf.org.

THE MAINE HEALTH ACCESS FOUNDATION (MeHAF) MISSION

The mission of the Maine Health Access Foundation is to promote affordable and timely access to comprehensive quality health care, and improve the health of every Maine resident.

MeHAF is a mission-driven and results-oriented organization that uses grants and other program support to advance strategic solutions to Maine's health care needs, particularly for persons who are uninsured and medically underserved.

FUNDING OPPORTUNITY

Goal: The goal of Fund for the Future is to improve the health of Maine people through projects or activities that reach beyond the delivery of clinical health care services. Projects should generally focus on activities that address a targeted health issue within a defined community. The health issue selected must emerge from a community planning process (e.g., MAPP¹ Assessment), health planning document (State Health Plan, Healthy Maine 2010, Healthy People 2010, etc.), or regional or local health needs assessment. The proposed approaches to health improvement must have a clear rationale, be derived from and consistent with best available evidence and practices, and have broad-based community support and buy-in. In keeping with the Fund's community focus, applicants must be prepared to reshape proposals based on sound public input and comment.

Objectives: The Fund for the Future is MeHAF's initial foray into grantmaking that focuses on improving the health of Maine people in ways that extend beyond health care service delivery. Research has demonstrated that as little as 10% of an individual's health is influenced by direct health care delivery, while up to 70% is influenced by factors that reside in the environmental, social, and economic conditions of a community². The Fund for the Future pilot initiative will support projects that focus on the broad community and environmental factors impacting health including the social, economic, and environmental conditions and contexts within which people make choices regarding their health.

MeHAF views the Fund as a laboratory to seed new ideas, frame new approaches, and foster new relationships. A key aspect of projects to be funded is that they broaden focus, perspective and reach. In addition, MeHAF seeks to provide funds to organizations to which it has not made grants in the past, and to leverage activities that funders outside the health sector have supported.

Activities: MeHAF will consider projects that seek to:

- 1) Enhance the scale, scope, and connections of ongoing initiatives at the community level. For example, existing projects might engage new partners from different organizations or sectors that would enhance their abilities to influence a selected health issue.

¹ Mobilizing for Action through Planning and Partnerships is an assessment process developed by the National Association of City and County Health Officials. The new health districts in Maine are completing MAPP processes over the coming year.

² Iton, Anthony (2008) Grantmakers in Health Fall Forum: Health Disparities

EXAMPLE: Potential strategies and activities that address obesity that include a community-wide effort to remove barriers to physical activity or increase access to local fresh food might create a new partnership with a local land conservation organization to provide increased access to land for physical activity or for community gardens.

- 2) Bring a new health focus to organizations that would not currently define themselves as working on health, but that influence factors directly related to the selected health issue.

EXAMPLE: A project might create new cross-sector partnerships that leverage and organize current community assets in new ways. An organization focused on improving local housing might join forces with a health or youth organization to develop a combined plan to ameliorate the presence of proven asthma triggers.

Community: Eligible communities may include a municipality, metropolitan area, county, or small region. The “community” will be defined by the applicant and must reflect a logical and cohesive geographic area relative to the health issue to be addressed and the population of focus.

Funding: A maximum of three communities will be funded in this round. It is anticipated that three additional communities will be selected in a second round – Fall 2010. Projects will be funded for an initial two years, with the understanding that, at the Foundation’s discretion, **selected successful projects may receive up to an additional two years of funding.**

The Fund will not accept requests:

- for support of fundraising events, including sponsorships;
- to cover operating deficits;
- for an individual partner organization’s capital or endowment campaign.

Two-step Application Process

Fund for the Future is charting a new perspective for MeHAF. We are looking at the health of Maine people through a new lens, and are piloting new approaches to the application process to reinforce the community concepts and input we seek. We hope to identify new partners in our work (organizations and funders) and place health on the map in a new way. To this end we are engaging the public in creative ways and evaluating how this approach might improve our work and that of Fund for the Future grantees.

Step One:

Letter of Interest (LOI)

If you have a new project idea, or a current project that can expand in scale and scope, while addressing a single health issue in the way suggested above, please send **an email of 500 words** or fewer to Len Bartel at lbartel@mehaf.org. In the email, briefly describe the proposed project and how it advances the goals and objectives of the Fund for the Future, while addressing some of the key elements that will be part of the full proposal: What health issue have you chosen, and why? How was the health issue chosen? Why is your organization the best choice to lead this effort? How will your project improve the health status of

the population served for the issue selected? What is the defined community for this project? How will your project engage non-traditional partners and to what end? How does the proposed project organize or leverage current community assets in new ways?

Please attach two documents to your email:

- 1) Project partners (including possible funding partners)
- 2) Expected project costs.

Letters of Interest are due July 2, 2009 no later than 4:30 pm.

You will receive an email confirming that we have received your submission by Monday July 6th. Your proposed project will be reviewed by two MeHAF staff. **If your proposed project has potential for grant funding, we will invite you to submit a full proposal and provide you with information about how to submit an on-line application.**

Please be aware that those applicants invited to submit a full proposal will have their Letters of Interest posted for public comment on the Fund for the Future Facebook Fan Page.

Through this pilot program, MeHAF is eager to explore ways in which we can engage the public in new and pioneering ways. We believe that this process will guide the development of the Fund, help shape prospective projects, and afford greater visibility to the organizations that apply.

Step Two:

The following will be required for full proposals. Proposals will be due September 25, 2009.

On-Line Grant Summary Form

- Fill out the on-line grant summary form and collect the required attachments:
 - (1) 501(c)(3) determination letter;
 - (a) Organizations operating under subsection 509(a)(3) need to submit additional documents (see Appendix A, page 11)
 - (2) Memorandum of understanding between applicant and their fiscal sponsor, detailing their operational agreement, if applicable.
 - (3) Your organizational non-discrimination policy.

Proposal Narrative: to be submitted on-line in designated sections (each section may vary, but there will be a maximum word count of 250 per response)

- What health issue have you chosen, and why? How was the health issue chosen? Describe the process used.
- What is the defined community for this project?

- Why has your organization chosen to apply? Why is your organization the best choice to lead this effort, given the health issue and the community of focus? Who will lead the project and how will other organizations participate in and carry out the proposed activities?
- How will your project improve the health status of the population served for the issue selected (on what evidence have you based your plans, what is the population)? Explain your theory of change (what are the specific changes you are looking to see as a result of your project, and why do you expect your proposed activities will lead to those changes?).
- What are the specific activities for which MeHAF funds are requested (what risk factors will you address; what steps will you take; and who will be responsible)?
- How will you define and measure impact?
- If yours is an organization that currently focuses on improving community health (e.g., a Healthy Maine Partnership), describe how your approach goes beyond your normal scope of operations. (MeHAF will not fund on-going operations. The proposed work must increase the scale and scope of current promising work, or be new and outside of your core activities.)
- How will your project engage non-traditional partners and to what end?
- How does the proposed project organize or leverage current community assets in new ways?
- How are other funders (private and public) supporting the proposed activities and at what level of support?
- How will the proposed project and activities be sustained beyond the term of the grant?
- What changes did you make to your proposed project due to the public comments made via Facebook on your letter of interest?
- How do you plan to communicate project progress back to the community, and in what new and innovative ways (e.g., community blogs)?

Budget and Budget Justification

- a) Fill out the budget form and create a short budget narrative that explains how your organization will use MeHAF funds to carry out the proposed activities. Include no more than 10% of total funding to support the measurement of impact and the evaluation of activities.
- b) As projects progress and needs are identified, MeHAF will support and organize technical assistance for the grantees – please include \$500 in your budget to support your participation in joint activities to be convened by MeHAF.
- c) MeHAF requires all grantees to contribute or secure a minimum level of cash or in-kind support. The minimum required amount is based on the size of an organization’s annual budget and the amount of the requested MeHAF portion of the project budget (see chart below).

- d) MeHAF will accept any combination of cash and in-kind to meet the requirement:
 - ii) A cash match may be drawn from general operating funds or complementary grants received from other sources for the project proposed to MeHAF.
 - iii) An in-kind match may be derived from contributions to the project in forms other than cash (such as employee time or supplies) supplied by the applicant or key partners on the project.
 - iii) In compelling circumstances, a waiver of the contribution requirement may be made by MeHAF program staff. Please contact Program Officer Len Bartel (lbartel@mehaf.org) if a waiver is sought.
 - iv) The Maine Health Access Foundation has specific requirements for the presentation and calculation of direct and indirect cost, as described in *Appendix B* (page 12).

MeHAF GRANT MATCH REQUIREMENT	
SIZE OF ORGANIZATION'S ANNUAL BUDGET	PERCENTAGE OF REQUESTED MeHAF FUNDS FOR PROJECT REQUIRED FROM CASH OR IN-KIND SUPPORT
≤ \$250,000 - \$1 million	5%
\$1 million - \$5 million	10%
\$5 million - \$10 million	15%
≥ \$10 million	20%

Public Comment

The founding principle of the Fund for the Future is to support projects that improve health in new, creative, and sustainable ways. MeHAF and the community applicants can learn from the success and challenges of past projects. In short we need to tap the collective wisdom of Maine people about the significant work that has come before, so that the funded projects have a greater likelihood of being successful.

To this end, MeHAF will engage the public in a three-step public comment and rating process.

- 1) **On-line listening tour (May 25th – June 12th):** MeHAF will explore the use of social media in support of the new funding program and the projects it funds. Prior to accepting letters of interest, MeHAF will create a Facebook Fan Page for the Fund for the Future to invite public input and discussion on the Fund itself. MeHAF wants to understand public perception about the concept, and potential successful projects. Through social media tools, MeHAF believes applicants can shape more relevant projects with public input and that the Fund for the Future can evolve to meet the needs of Maine people.
- 2) **Public comment on Letters of Interest (July 13th – July 31st):** Staff will review the letters of interest to select those projects that will be invited to submit a full proposal. These letters of interest will be posted on the Facebook page for public comment. This will allow community input and the sharing of important information and local knowledge to help shape the proposed projects in thoughtful and constructive ways.

MeHAF staff will monitor the site, guide and invite specific feedback and screen comments that do not offer appropriate feedback on the proposed projects.

- 3) **Public feedback on project summaries Kluster³ (October 5th – October 23rd):** MeHAF will post project summaries of full Fund for the Future proposals on Kluster and invite the public to give us their feedback. MeHAF staff and external reviewers will identify a number of relevant criteria by which the projects will be reviewed; this is not a broad public comment opportunity, rather a focused rating exercise. **The Kluster results will be considered during the final review process. MeHAF will provide specific guidance on the use of Kluster when needed.**

C. Submission Requirements for Full Proposals

- 1) Grant summary form **(On-line application)**
- 2) Proposal Narrative **(On-line application)**
- 3) Project budget and budget justification **(Attached to your on-line application)**
- 4) Required attachments **(Attached to your on-line application)**
 - a) 501(c)(3) determination letter;
 - i) Organizations operating under subsection 509(a)(3) need to submit additional documents (see Appendix A page 11)
 - b) Memorandum of understanding between applicant and their fiscal sponsor, detailing their operational agreement, if applicable.
 - c) Your organizational non-discrimination policy.

All proposals and related documents must be received on or before **4:30 p.m. on September 25, 2009. All submissions must be made via the on-line application form.**

D. Applicant Notification

Applicants will be notified of the Foundation's decision on or about December 21, 2009.

PROPOSAL REVIEW AND FUNDING DECISIONS

MeHAF is committed to a thorough and fair review of all applications. The Foundation has strict and comprehensive conflict of interest policies regulating the participation of its staff, Trustees, Community Advisory Committee members, and external reviewers, in funding decisions. It also assures an impartial and rigorous process by including a range of qualified individuals in its grantmaking decisions. As part of the evaluation process, MeHAF may contact an applicant for written clarification of particular proposal elements.

Full proposals are ranked by reviewer recommendations and presented to the Foundation's Grants Committee. The Committee carefully reviews these recommendations and based on this information, develops a slate of grants that is forwarded to the full Board for final approval.

³ Kluster is a web site that facilitates community collaboration and group decision making by collecting and aggregating the input of many people who have been invited to give their feedback on projects according to specific criteria supplied by the host. (Kluster.com)

QUESTIONS

Applicants are strongly encouraged to contact MeHAF staff as they develop their proposals. Guidance and clarification of RFP requirements can help ensure a stronger application.

Please contact:

Len Bartel, Program Officer, (207) 620-8266, ext. 107 or lbartel@mehaf.org.

APPLICATION CHECKLIST

- Application **submitted on-line** on or before **4:30 p.m. September 25, 2009**.
- Application will include:
 - o Grant summary form **(On-line application)**
 - o Proposal Narrative **(On-line application)**
 - o Project budget and budget justification **(Attached to your on-line application)**

- Required attachments (Attached to your on-line application):
 - o 501(c)(3) determination letter;
 - (a) Organizations operating under subsection 509(a)(3) need to submit additional documents (see Appendix A page 11)
 - o Memorandum of understanding between applicant and their fiscal sponsor, detailing their operational agreement, if applicable.
 - o Your organizational non-discrimination policy.

APPENDIX A
Requirements for Public Charity Grantees Operating Under Subsection 509(a)(3)

The Maine Health Access Foundation has the following requirements for public charity grantees that are operating under subsection 509(a)(3).

MeHAF will rely on each potential grantee's current IRS letter to determine whether the grantee derives its public charity status under section 509(a)(3) of the Code. Each section 509(a)(3) grantee must establish to MeHAF's satisfaction its status as a Type I, Type II, or Functionally Integrated Type III supporting organization. MeHAF's policy is not to make grants to Type III supporting organizations that cannot establish functional integration with their supported organization(s). Therefore, any grant applicant whose IRS determination letter indicates section 509(a)(3) status must provide the following additional information:

Type I and Type II supporting organizations must submit the following documents:

- Written representation, signed by an officer, director or trustee of the grantee, stating that the organization is a Type I or Type II supporting organization and including:
 - A description of how the grantee's officers, directors or trustees are selected with references to any provisions in governing documents that establish a Type I or Type II relationship between the applicant and its supported organization(s); and
 - Copies of such governing documents. [The Foundation is then required to review these documents, in accordance with instructions from our attorney, to be sure that they support the written statement.]

Functionally Integrated Type III supporting organizations must submit the following documents:

- Written representation, signed by an officer, director or trustee, stating that the grantee is a Functionally Integrated Type III supporting organization including:
 - Identification of the one or more supported organizations with which the grantee is functionally integrated; and
 - Copies of any governing documents relevant to the relationship of the grantee to its supported organization(s), and
 - Written representation(s), signed by an officer, director or trustee of each supported organization, representing that the grantee is functionally integrated, describing the activities of the grantee, and stating that but for the involvement of the grantee engaging in activities to perform the functions of, or to carry out the purposes of, the supported organization, the supported organization would normally be engaged in those activities itself. [The Foundation is then required to review these documents, in accordance with instructions from our attorney, to be sure that they support the written statement.]

Required documents must be submitted with grant proposals.

These requirements are based on current legal advice, and may change in light of subsequent IRS rulings.

APPENDIX B

MeHAF's Indirect Cost Policy

The Maine Health Access Foundation (MeHAF) has established the following policy guidelines for grant applicants related to indirect cost.

MeHAF offers funding for both “direct” and “indirect costs” associated with all funded projects except for Discretionary Grants, and in very unusual circumstances, other grants as may be specified by the Foundation.

“Direct costs” are those costs directly related to the design, planning and implementation of a particular project. MeHAF allows the following costs directly related to the project:

- Salaries and benefits of project and administrative personnel who assist or manage
- Subcontractors, consultants, or professional services
- Equipment: Purchase or Maintenance
- Equipment or Facilities: Rental
- Office Supplies
- Program Materials
- Postage & Courier
- Printing & Copying
- Rent
- Stipends and Honoraria
- Telephone & Internet
- Travel: Local
- Travel: Other
- Utilities
- Other costs directly related to the project (with Foundation approval; include on budget form)

In some cases, the calculation of direct costs is straightforward: for example, the portion of staff FTE, expressed as a percentage of salaries and benefits, devoted to a funded project, or materials, such as pamphlets, used exclusively for a funded project. In other cases, such as telephone costs, a reasonable formula may need to be developed. For example, if an agency has five projects with roughly equal telephone usage, it would be reasonable to allocate 1/5 of telephone expenses to each project. Direct costs should be presented on the MeHAF budget form, and their rationale and method of calculation should be explained in the proposal in the budget justification.

“Indirect costs” are costs which are incurred by an organization in the execution of its activities but which cannot be readily identified with a particular activity. Indirect costs include general overhead costs, such as bank, payroll processing and audit fees; liability insurance; office equipment purchase or maintenance not directly related to the project; and salaries and benefits of executive or administrative personnel who are not directly engaged in the project. Organizations may request an indirect cost rate of up to 15%. This should be calculated on the MeHAF budget form as all direct expenses multiplied by the requested rate.

Please note that both direct and indirect costs must be contained within the total amount requested, and taken together, may not exceed any specific maximum request amount.