**Asian American Health Initiative (AAHI) Healthy Communities Fund**

**Introduction**

This Request for Proposal is to solicit applications from eligible organizations to provide health services to Asian American and Pacific Islander communities in Montgomery County Maryland. Services can include but are not limited to behavioral health, senior wellness, and health & social support services.

**Background**

The Asian American Health Initiative (AAHI) is a division of Montgomery County Government's Department of Health and Human Services, Office of Community Affairs. The mission of AAHI is to improve the health and wellness of Asian American communities in Montgomery County by applying equity, community engagement, and data-driven approaches. AAHI has contracted The Primary Care Coalition of Montgomery County Maryland Inc (PCC) to administer the Healthy Communities Fund. PCC is a 501(c)(3) nonprofit organization with a mission to improve the health of vulnerable individuals and families by building partnerships and strengthening systems. PCC has strong partnerships with the Montgomery County Government to develop programs that improve the health of the community and reduce inequity.

Montgomery County is one of the most diverse counties in the U.S, with over 49% of the County's population being minorities - Asian American and Pacific Islander communities account for about 15% of the total County population.[1] Because of the growing diversity and wide range in language, culture, and socioeconomic status within the Asian American and Pacific Islander (AAPI) communities, providing education and services to people of AAPI descent is more complex and requires custom approaches to reach the at-need communities. The complexity of these needs has been exacerbated by the pandemic. After the successful administration of the FY22 AAHI COVID-19 Relief Fund that provided increased access to culturally and linguistically appropriate COVID-19-related services to the Asian residents of Montgomery County, AAHI has determined sustained funding is needed to continue supporting community-based organizations (CBOs) and faith-based organizations (FBOs) to provide linguistically and culturally appropriate services to the diverse Asian American communities. The Healthy Communities Fund for Asian Americans and Pacific Islanders seeks to fund programs in behavioral health, senior wellness, and health & social support services.

The Asian American Health Initiative and Primary Care Coalition seek qualified Asian American and Pacific Islander service providers to administer culturally and linguistically appropriate

---

[1] 2020 American Community Survey 5-Year Estimates Detailed Tables, U.S. Census Bureau

programs and services that improve the health and wellness of Asian American and Pacific Islander communities in Montgomery County Maryland.

## ELIGIBILITY

To be eligible for a grant award under this program the applicant organization must:

1.  Be a nonprofit corporation with either 501(c)(3) or 501(c)(4) tax-exempt status.
2.  Provide services to Asian Americans and Pacific Islanders in Montgomery County, Maryland. Applicants may be located in other jurisdictions, but the proposed program(s) **must** serve **only** residents of Montgomery County.
3.  Be registered and in good standing with the State of Maryland or adjacent jurisdiction. Have all appropriate licenses and insurance consistent with the Primary Care Coalition terms and conditions.
4.  Have been continuously delivering one or more culturally- and linguistically competent services to ethnically and economically diverse Asian American and Pacific Islander communities in Montgomery County, MD since July 1, 2020.
5.  Have the ability and capacity to provide services throughout the term of the grant period which ends June 30, 2023.
6.  Have an established or ability to establish a mechanism to collect client data such as age, race, gender, and zip-code.

**NOTE: The services provided under this grant must be tailored to serve Asian Americans and Pacific Islanders in Montgomery County Maryland only.**

## BASIS FOR AWARDS

A Review Committee (RC) comprised of 5 members, including 1 PCC representative, 1 AAHI representative, 1 Montgomery County Government representative, and 2 community leaders, will review proposals and make recommendations for awards. Prior to review by the RC, AAHI & PCC staff will conduct a technical review of all proposals to ensure all required information has been provided. The review will include an eligibility review, document review, content review, and a brief virtual interview of applicant organizations. Incomplete proposals will not be considered by the staff review and RC. Final awardees and award amounts will be decided by AAHI and PCC.

Applicants selected for an award will be notified on October 24, 2022, subject to negotiations of final terms and conditions. The grant period will begin on November 1, 2022. Unsuccessful applicants may request a meeting to receive feedback on proposals after all grant awards have been distributed.  However, that meeting will not change the award outcome.

*All awards will be subject to the Primary Care Coalition Terms and Conditions as PCC is the contractor to distribute funds.*

# FUNDING CATEGORIES

All proposed programs should address at least one of the funding categories listed below. You may select one, multiple, or all of the funding categories. Select all that apply and indicate your selection in the online application (see "HOW TO APPLY" on page 5). These funding categories are for the direct benefit of the AAPI communities. **Funding categories are not ranked by order of importance. Service examples are not exhaustive. Organizations are encouraged to propose services, within the described funding categories, that can best address the specific needs of the communities they serve.**

| FUNDING CATEGORY | OUTCOME STATEMENT | SERVICE EXAMPLES |
|---|---|---|
| Health & Social Support Services | Provide linguistically accessible and culturally appropriate services that improve health and/or enhance access to health or social support services | • Culturally responsive food assistance efforts such as community food pantries, food distributions, or hot meals distributions<br>• Supportive services for new immigrants (career training, financial planning, immigration, healthcare)<br>• Culturally relevant healthy cooking classes based on regional dietary practices/preferences |
| Behavioral Health | Reduce stigma around seeking behavioral and mental health services and encourage people to seek treatment | • Programs aimed at diversifying the mental health workforce<br>• Providing counseling services in common Asian languages<br>• Programs that focus on youth suicide prevention |
| Senior Wellness | Provide linguistically accessible information and social support to AAPI seniors | • Reducing social isolation and loneliness among Asian American seniors<br>• Conducting workforce development among AAPI to provide senior wellness services<br>• Culturally specific AAPI Adult Day Centers |

The following types of services are **not eligible** for an award through Healthy Communities Fund:
1. Social media programs – programs or services that are primarily targeting social media platforms such as Facebook, Twitter, WhatsApp, WeChat, IMO, Instagram, YouTube, TikTok, Snapchat, LinkedIn, etc.)
2. Online content production and distribution (distribution can have an online component but not solely online)
3. Religious events/celebrations (religious events can be used to provide services, but funding cannot be used to solely pay for religious celebrations)
4. Cultural events/celebrations (cultural events can be used to provide services, but funding cannot be solely used to pay for cultural celebrations)
5. Political events/celebrations

6. Services that do not capture and report the age, race, gender, and zip-code of clients served.

## AWARDS

Healthy Communities Fund will make grant awards up to $100,000 after a thorough competitive review of all completed proposals. Community organizations of all sizes are encouraged to apply as there is no minimum award amount to apply. The total funding allocated to the Healthy Communities Fund is $830,000.

The amount of funding awarded will be based on the budget justification, alignment of the budget with the proposed program, and organizational capacity to perform the proposed program. **The award amount may not be at the level of the budget requested**.  No organization will receive more than $100,000 collectively across programs/proposals.

## HOW TO APPLY

Applications will only be accepted online. The application link will appear here on September 1, 2022. Applicants will have the opportunity to click the link to create their profile and complete the online application by 11:59 p.m. on Sunday, October 2, 2022.

Organizations may reach out to aahi@montgomerycountymd.gov for assistance in the application process.

Incomplete applications will not be reviewed or considered for an award.

## PROGRAM TIMELINE

The grant period for AAHI Healthy Communities Fund will be November 1, 2022, to June 30, 2023.

**Key Dates:**
- RFP publication date: August 23, 2022
- Applications open: September 1, 2022
- Informational Workshop: September 6, 2022, from 4:30 PM to 6:00 PM EDT
- Technical Assistance Appointments: September 7, 2022 – September 23, 2022, from 3:00 PM to 7:00 PM EDT
  *(30-minute appointments are available on a first-come, first-served basis to provide technical assistance on the application process. Proposal review or program guidance will not be provided.)*
  Appointments can be made at https://calendly.com/aahimd/healthycommunities
- **Proposal due date: 11:59 PM on October 2, 2022**
- Organizational Interview: October 7, 2022 – October 14, 2022

(30-minute structured interview will be scheduled to provide applicants to explain their written proposal and clarify any confusion. This interview will be optional but awarded 5 bonus points for attending.)
- Announcement of Awards: October 24, 2022
- Program start: November 1, 2022
- Bimonthly Meetings: Every organization's designated grant program manager must participate in meetings every other month to discuss program implementation. A schedule of meetings will be provided upon program start.
- Progress Reports: Progress reports will be due by the 10th of every month.
- Program end: June 30, 2023
- Final report due date: July 15, 2023

## PROPOSAL EVALUATION CRITERIA

| CRITERIA | DESCRIPTION | POINTS |
|:---:|---|:---:|
| A | Background and Program Scope | 15 |
| B | Organizational Capacity | 20 |
| C | Approach | 35 |
| D | Intended Outcomes | 10 |
| E | Budget | 20 |
| F | Interview Attendance | **5** (bonus) |

## PROPOSAL INSTRUCTIONS

The online proposal submission will include the following. All applicants must complete all required fields and submit all requested files.

- **Narrative Proposal**
  - Background and Program Scope (500 words maximum)
    - Specify the problem(s) to be addressed and which funding category it addresses (Note: your funding category must be one or more of the following options: 1) Health & Social Support Services, 2) Behavioral Health, and 3) Senior Wellness)
    - Define the scope of the problem(s) using available data
    - Identify the specific AAPI population subgroup to be served (for example, describe the specific ethnicity, age group, gender, income level, etc. of your target population

  - Organizational Capacity (1,000 words maximum)
    - Briefly describe your organization's expertise in providing the service(s) in your selected funding category.
    - Describe your organization's experience serving AAPI populations in Montgomery County, Maryland

- Outline your staffing plan <u>for this project only</u> and describe the role of each staff in the proposed program

- o Approach (1,000 words maximum)
  - Provide a summary of activities that will be performed for each funding category and explain how it achieves the outcome statement listed in the chart above (page 3).
  - Describe how the required program data will be collected (see [program reporting template](#)).
  - Identify any anticipated barriers or challenges for your proposed program and the plan to address these barriers or challenges.
  - Is this a new project? If so, how was the approach developed and why? If this is an existing program, what has been accomplished so far and how will you use this grant to enhance or expand the existing program?
- o Budget
  - Completed [budget worksheet](#)
- o Intended Outcomes
  - Using the Outcomes form on page 8, indicate the services to be provided, key outcomes and how they will be measured, and estimated numbers of individuals to be served. *The outcomes table must be completed for **each funding category and key outcome.*** Please see the FAQ for a sample outcomes table (page 12).
  - Definitions:
    - Program Name:
      - o What is the name of the service you will be providing?
    - Funding Category
      - o Health and Social Support Services
      - o Behavioral Health
      - o Senior Wellness
    - Service to Provide
      - o What services will be provided in the selected funding category? *(Refer to services examples on page 3.)*
    - Key Outcome:
      - o Behavioral Intent or Change: After being served by the program, clients indicate a positive behavioral change
      - o Increased Confidence: After being served by the program, clients indicate higher levels of confidence related to managing their health or wellbeing
      - o Increased Knowledge: After being served by the program, clients indicate higher levels of knowledge related to the subject matter

- o Enhanced Access: After being served by the program, clients indicate more familiarity and/or confidence with accessing local services
- o *You may select more than one key outcome within a funding category, however, you must complete a separate form for each key outcome*
- Measurement System
  - o What tools and indicators will be used to measure the outcome defined?
  - o Examples of indicators:
    - ▪ Behavioral Intent or Change: I plan to exercise more
    - ▪ Increased Confidence: I am more confident in my ability to protect myself against the flu
    - ▪ Increased Knowledge: I am more knowledgeable about Behavioral health
    - ▪ Enhanced Access: I know where to go to get information on senior services in Montgomery County
  - o Examples of tools:
    - ▪ Survey after a workshop
    - ▪ Blood pressure/blood sugar diary
    - ▪ Patient Health Questionnaire-9 (PHQ-9)
- Estimated number of unduplicated individuals to receive service during the grant period
  - o The number of **unique** individuals you plan to provide service(s) to.
  - o An individual will be counted once regardless of how many times they receive services
- Estimated number of duplicated individuals to receive service during the grant period
  - o The number of **total** individuals you plan to provide service to
  - o An individual will be counted each time they receive services
- Estimated number of unduplicated individuals to achieve outcome during the grant period:
  - o The number of **unique** individuals that will achieve the defined outcome.
- Estimated number of duplicated individuals to achieve outcome during the grant period
  - o The number of **total** individuals that will achieve the defined outcome.

<div align="center">INTENDED OUTCOMES</div>

**Program Name:**
Click or tap here to enter text.

**Funding Category:** *(Select only ONE)*
☐ **Health and Social Support Services**
☐ **Behavioral Health**
☐ **Senior Wellness**

**Service to Provide:**
Click or tap here to enter text.

**Key Outcome:** *(Complete a new form for __each__ key outcome selected)*
☐ Behavioral Intent or Change
☐ Increased Confidence
☐ Increased Knowledge
☐ Enhanced Access

**Measurement System:**
Click or tap here to enter text.

**Estimated number of unduplicated individuals to receive service during grant period**:
*(The number of unique individuals that will receive the service being provided.)*
Click or tap here to enter text.

**Estimated number of duplicated individuals to receive service during grant period**:
*(The number of total individuals that will receive the service being provided.)*
Click or tap here to enter text.

**Estimated number of unduplicated individuals to achieve outcome during grant period**:
*(The number of unique individuals that will achieve the defined outcome.)*
Click or tap here to enter text.

**Estimated number of duplicated individuals to achieve outcome during grant period**:
*(The number of total individuals that will achieve the defined outcome.)*
Click or tap here to enter text.

## REQUIRED DOCUMENTATION

- Current Board of Directors Roster
- IRS determination letter
- Most recent organizational tax return
- Job Description of all funded staff
- Most recent organizational budget *(this is different from the program budget)*
- Good Standing Certificate
- Insurance Certificates
    - Commercial Liability
    - Workers Compensation

## DISBURSEMENT SCHEDULE

Successful applicants will receive funds based on the following schedule:

1. 1st Installment: November 15, 2022
2. 2nd Installment: March 15, 2023

Timely disbursement of funds will depend on the organization's providing accurate accounting details before November 1st, 2022 and March 1, 2023 for a successful transfer of funds.

<p style="text-align: center;"><u>INTENDED OUTCOMES</u><br/><u>(Sample)</u></p>

**Program Name:**
No pressure

**Funding Category:** *(Select only ONE)*

    ☒ **Health and Social Support Services**
    ☐ **Behavioral Health**
    ☐ **Senior Wellness**

**Service Provided:**
Provide free blood pressure screenings and access to a healthcare provider and medications at no cost

**Key Outcome:** *(Complete a new form for each outcome selected)*

    ☐ Behavioral Intent or Change
    ☒ Increased Confidence
    ☐ Increased Knowledge
    ☐ Enhanced Access

**Measurement System:**
Patients identified as hypertensive will be provided a blood pressure log to maintain. Decrease or stable blood pressure over time will reflect increased confidence in self-management and use of medication.

**Estimated number of unduplicated individuals to receive service during grant period**:
*(The number of unique individuals that will receive the service being provided.)*
    100

**Estimated number of duplicated individuals to receive service during grant period**:
*(The number of total individuals that will receive the service being provided.)*
    800

**Estimated number of unduplicated individuals to achieve outcome during grant period**:
*(The number of unique individuals that will achieve the defined outcome.)*
    50

**Estimated number of duplicated individuals to achieve outcome during grant period**:
*(The number of total individuals that will achieve the defined outcome.)*
    400