

Asian American Health Initiative (AAHI)

FY2024 Healthy Communities Fund Request for Proposals

Introduction

This Request for Proposal is to solicit applications from eligible organizations to provide health and wellness services to Asian American and Pacific Islander communities in Montgomery County, Maryland. Services are limited to health and social support services; mental or behavioral health; and senior wellness.

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 (PCC) to administer the Healthy Communities Fund (HCF). 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 residents 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. AAHI has determined the most effective method of delivering complex and customized services is by supporting community-based organizations (CBOs), faith-based organizations (FBOs), and non-profits to provide linguistically and culturally appropriate services to the diverse AAPI communities. The Healthy Communities Fund for Asian Americans and Pacific Islanders seeks to fund programs in mental/behavioral health, senior wellness, and health & social support services.

The Asian American Health Initiative and Primary Care Coalition seek qualified service providers to administer culturally and linguistically appropriate programs and services that improve the health and wellness of Asian American and Pacific Islander communities in Montgomery County Maryland. All applicants must provide services to Asian Americans and Pacific Islanders in Montgomery County, Maryland.

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

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 (AAPI) in Montgomery County, Maryland. Applicants may be located in other jurisdictions, but the proposed program(s) **must serve AAPI residents of Montgomery County only**.
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 AAPI communities in Montgomery County, Maryland since July 1, 2021.
5. Have the ability and capacity to provide services throughout the term of the grant period which ends June 30, 2024.
6. Have an established or the ability to establish a mechanism to collect and report on client data (i.e. age, race, gender, zip code, etc.).

NOTE: The programs and services provided under this grant must **not** be funded by another agency (county, state, federal, for-profit, or nonprofit).

Basis for Awards

A Review Committee (RC) comprised of community leaders and staff from PCC, AAHI, and Montgomery County Government will review proposals and make recommendations for awards. Only applications that are complete and pass a technical review will be considered by the RC. The technical review will include an eligibility review, a document review, and a content review. The RC will not consider incomplete proposals. Final awardees and award amounts will be decided by AAHI and PCC based on the RC recommendations.

Applicants selected for an award will be notified on **September 1, 2023**, subject to negotiations of final terms and conditions. The grant period will begin on **September 11, 2023**. 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 contract with the Primary Care Coalition and be subject to the Primary Care Coalition Terms and Conditions.

Award Categories

The Healthy Communities Fund seeks to ensure that the fund is equitable and accessible to all organizations regardless of size, capacity, and years of service. Applicants can apply for funding in one award category. Award categories are not ranked by order of importance, do not have maximum or minimum awards to be distributed, and will not be evaluated differently. The same proposal evaluation criteria will be used. However, due to the different levels of funding, the application requirements are different. **Organizations are encouraged to select a category and request amounts that are best suited to their organizational capacity and fiscal capability.**

AWARD CATEGORY	DESCRIPTION
\$50,000 OR LESS	The budget submitted and the amount requested must be equal to or less than \$50,000.
MORE THAN \$50,000	The budget submitted and the amount requested must be greater than \$50,000.

Funding Categories

All proposed programs must address one of the following funding categories and the corresponding outcome statements listed below.

- Organizations can select **no more than** 2 funding categories in their proposal.
- **Funding categories are not ranked by order of importance** and the number of funding categories selected by an applicant does not affect points.
- These funding categories are for the direct benefit of the AAPI communities and residents.
- Service examples are just examples. Thus, 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 Services & Social Support Services	Provide linguistically accessible and culturally appropriate services that improve health and/or enhance access to health or social support services	<ul style="list-style-type: none"> • Chronic illness self-management programs • Culturally responsive food assistance efforts such as community food pantries, food distributions, or hot meals distributions • Programs aimed at improving cultural responsiveness/awareness of healthcare professionals
Mental/Behavioral Health	Reduce stigma around seeking mental health services and encourage people to seek treatment	<ul style="list-style-type: none"> • Programs aimed at diversifying the mental health workforce • Providing counseling services in common Asian languages

		<ul style="list-style-type: none"> • Programs that focus on youth suicide prevention
Senior Wellness	Provide linguistically accessible information and social support to AAPI seniors	<ul style="list-style-type: none"> • Programs addressing social isolation and loneliness among Asian American seniors • Conducting workforce development among AAPI to provide senior wellness services • 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 operate on and/or primarily engage 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 or celebrations – Religious events can be used to provide services, but funding cannot be used to solely pay for religious events or celebrations.
4. Cultural events or celebrations – Cultural events can be used to provide services, but funding cannot be solely used to pay for cultural events or celebrations.
5. Political events or celebrations.
6. Services that do not capture and report the age, race, gender, and zip code of clients served.

Awards

The Healthy Communities Fund will make grant awards of up to \$150,000 after a thorough competitive review of all completed proposals. Community organizations of all sizes are encouraged to apply as there is **no minimum amount to request for funding**.

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 differ from the funding amount requested**. No organization will receive more than \$150,000 collectively across programs and proposals.

How to Apply

Applicants should visit [this website](#) to access the application.

- New applicants must “Create New Account” to access the application.
- Current HCF grantees and previous HCF applicants can log in with their existing credentials and click on the "Apply" tab to access the application.
- All applications must be submitted on the portal by 11:59 PM ET on Monday, July 31, 2023.

- 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.**
- Applicants can also get assistance with composing their applications by registering for [free strategic consultations](#). These appointments are available on first-come, first-served basis. ([See Strategy Consultations section below](#)).

Timeline

The grant period for AAHI Healthy Communities Fund will be from September 11, 2023 to June 30, 2024.

Key Dates:

- RFP publication date: June 23, 2023
- Applications open: June 23, 2023
- Strategy Consultations are available on a first-come, first-served basis by [registering here](#).
- Informational Workshop: June 29, 2023, from 4:30 PM to 6:00 PM ET. [Register here to attend](#).
- **Proposal due date: 11:59 PM ET on July 31, 2023**
- Public announcement of awards: September 8, 2023
- Program start: September 11, 2023
- Grantees Onboarding: September 11, 2023 to October 11, 2023
- Progress Reports: Progress reports will be due by the 5th of every month (for funding requests over \$50,000) or by the 10th of every month (for funding requests under \$50,000).
- Program end: June 30, 2024
- Final report due date: July 15, 2024

Disbursement Schedule

Successful applicants will receive funds based on the following schedule:

- 1st Installment: September 30, 2023
- 2nd Installment: February 15, 2023

Timely disbursement of the 1st installment will depend on the organization providing accurate accounting details by September 11, 2023. Timely disbursement of the 2nd installment will depend on providing accurate accounting details **AND** satisfactory submission of reports and progress towards objectives.

Proposal Evaluation Criteria

<u>CRITERIA</u>	<u>DESCRIPTION</u>	<u>POINTS</u>
A	Background	20
B	Approach	20
C	Data Collection	20
D	Organizational Capacity	20
E	Budget	20

Category Selections (no points for making selections)

- Award Category:
 - \$50,000 or less
 - More than \$50,000
- Funding Category (*select no more than 2 categories*)
 - Health & Social Support Services
 - Mental/Behavioral Health
 - Senior Wellness
- Key Outcome (*Select no more than 2 outcomes per funding category. The key outcome must be measured on each client served.*)
 - Health & Social Support Services
 - Behavioral Intent or Change
 - Increased Confidence
 - Increased Knowledge
 - Enhanced Access
 - Mental/Behavioral Health
 - Behavioral Intent or Change
 - Increased Confidence
 - Increased Knowledge
 - Enhanced Access
 - Senior Wellness
 - Behavioral Intent or Change
 - Increased Confidence
 - Increased Knowledge
 - Enhanced Access

Proposal Instructions for **MORE THAN \$50,000**

- The online proposal submission will include the following. All applicants must complete all required fields and submit all requested files.
- **Narrative Proposal**
 - Executive Summary
 - Provide a short executive summary of your proposed program.
 - Background (20 total possible points)
 - Specify the need(s) to be addressed using existing data (4 points) and which funding category it addresses (1 point). (5 total points)
 - Identify the specific AAPI population subgroup(s) to be served. (1 total point)
 - Provide data on the prevalence of the need(s) in the population of interest. If no data exists, explain what methods were used to determine the need in the target population. (4 total points)
 - Explain how the proposed program addresses the need(s) mentioned above. (5 total points)
 - Provide evidence on how the proposed program is best suited to address the need(s). Examples of evidence can be citing scholarly articles, successful models, best practices, and more. (5 total points)
 - Approach (20 total possible points)
 - Is this a new program? If so, what prompted you to develop this new program? 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? (2 total points)
 - Provide a summary of all activities that will be performed for each funding category (5 points) along with a clear timeline for each of the activities (2 points). *Note that the program must begin serving clients by November 30, 2023.* (7 total points)
 - Explain how your activities will achieve the key outcomes selected. Be specific. For example, explain how and what behavior will be changed, how access will be enhanced, how confidence will be increased, and/or how knowledge will be increased. (5 total points)
 - Identify any anticipated barriers in conducting the proposed activities (3 points) and the plan to address these barriers (3 points).

(6 total points)

- Data Collection (20 total possible points)
 - Walk us through how the program data will be collected ([see program reporting template](#) – all data must be collected and reported) (3 points). Make special mention of methods, software, tools, and techniques to be used (2 points).
(5 total points)
 - Explain how unduplicated (unique) and duplicated (repeat) clients will be tracked during service delivery.
(5 total points)
 - Provide the expected number of duplicated and unduplicated clients that will be served in each funding category. Describe how the target metrics for each funding category were determined using available data. If data is not available, explain how the estimates were made and what efforts were made to get data.
(10 total points)

- Organizational Capacity (20 total possible points)
 - Briefly describe your expertise in providing the service(s) in your selected funding category and experience serving AAPI populations in Montgomery County, Maryland.
(10 total points)
 - Outline your staffing plan *for this project only* and describe the role of each staff in the proposed program
(2 total points)
 - Describe your performance on other grant-funded programs and if your program achieved the targets set by your organization and funder. Detail, with example(s), the highlights of your grant-funded programs. If your organization has not received grants in the past, discuss, with example(s), the strategies you use to evaluate your organization’s annual performance and how your organization recruits new clients and retains existing clients.
(8 total points)

- Budget (20 total possible points)
 - Completed budget worksheet (see template). *Please make sure to complete the justification cell for each line item you’re requesting to be funded.*
(10 total points)
 - Explain, with example(s), why your organization will be good stewards of public funds.
(5 total points)
 - Budget Analysis – These points will be awarded after comparing the program budget with the organizational budget.

(5 total points)

Expectations

All grantees will be required to adhere to the following:

1. 1:1 Data Consultation: Meet with the data consultant between September 11 and October 11 to identify how Grantee will measure their proposed outcomes.
2. Progress Reports: Submit finalized progress reports by the 5th of every month starting November 1, 2023.
 - a. Reporting templates will be provided to the grantees.
 - b. Reports must be submitted using an approved modality.
 - c. Any delay in submitting a complete report will delay the disbursement of funds.
3. Bimonthly Program Meetings: Every organization must participate in meetings every other month to discuss the program report and program implementation.
 - a. The meetings must occur by the 15th of every other month (November, January, March, and May).
 - b. The organization's main contact person and program manager must be present during the meeting.
 - i. The program staff and the main contact person in the monthly meeting must be well-versed in the proposal the organization submits.
4. Virtual Networking Roundtable: Organizations are highly encouraged to attend a virtual networking roundtable to share best practices, lessons learned, and trending challenges.
5. Program Content: Any public-facing content that is developed by the grantee must appropriately acknowledge funding from AAHI and PCC.
 - a. All program content including event photos, videos, flyers, educational content, etc. must be submitted prior to the bimonthly program meetings.
6. Program Activities and Targets: Grantees must ensure all proposed activities and targets are met by the program end date of June 30, 2024.
 - a. Any grantee that does not complete all proposed activities and serve at least 90% of the proposed clients served target will have points deducted from future HCF funding proposals.

Required Documentation

- Current Board of Directors Roster
- IRS determination letter
- Most recent organizational tax return
- Most recent organizational budget (*this is different from the program budget*)
- Most recent auditor report
 - *If your organization does not have an audit within the last 5 years, please submit a plan to complete an audit during the grant period. You can include the cost of completing the audit in your budget*
- Job Description of all funded staff
- Good Standing Certificate
- Insurance Certificates

- Commercial Liability
- Workers Compensation
- Automobile Insurance – if you have employees or volunteers that travel to serve clients or conduct programs or if you have a travel line item.

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

- **Narrative Proposal**
 - Executive Summary
 - Provide a short executive summary of your proposed program.
 - Background (20 possible total points)
 - Specify the need(s) to be addressed using existing data and which funding category it addresses (8 points). Identify the specific AAPI population subgroup(s) to be served (2 points).
(10 total points)
 - Provide evidence on how the proposed program is best suited to address the need(s). Examples of evidence can be citing scholarly articles, successful models, best practices, and more.
(10 total points)
 - Approach (20 total possible points)
 - Is this a new project? If so, what prompted you to develop this new program? 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?
(2 total points)
 - Provide a summary of all activities that will be performed for each funding category (5 points) along with a clear timeline for each of the activities (2 points). *Note that the program must begin serving clients by November 30, 2023.*
(7 total points)
 - Explain how your activities will achieve the key outcomes selected. Be specific. For example, explain how and what behavior will be changed, how access will be enhanced, how confidence will be increased, and/or how knowledge will be increased.
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Strategy Consultations

To ensure equitable access to funding, and to support AAPI-serving organizations in developing successful programs and writing compelling grants, AAHI is offering grant writing and program development consultations through Community Development Professionals, LLC to forty (40) AAPI-serving organizations during the grant application period. This one-on-one technical assistance is provided on a first-come, first-served basis.

Organizations will have access to two 90-minute self-paced workshops after registration. Upon completing the 2 workshops, the organization may schedule one 60-minute consultation with a grant-writing expert.

Organizations must [register](#) to avail this benefit on a first-come, first-served basis.