



The Blue Foundation for a Healthy Florida Technical Assistance for Request for Proposals

Request for Proposals Application

- You do not need to have the original RFP to submit a proposal, but you must have the elements that we request on the application included in your proposal. Please adhere to the page requirements under Program Description.
- You may download the application by going to www.bluefoundationfl.com. We do not yet accept online applications, so your proposal must be mailed or hand-delivered by the appropriate deadline.
- Proposals must be delivered by 5:00 p.m. on Friday, March 14, 2008, to be considered in our Summer cycle, or 5:00 p.m. Friday September 12, 2008 for our Winter cycle. Please do not drive long distances to hand deliver your proposal by the deadline – contact us if you have a problem sending the proposal by the deadline.
- Due to the large number of proposals that we anticipate receiving, we will not have an opportunity to discuss with you at length your proposal ideas before submission. We encourage you to review the RFP guidelines, The Blue Foundation's mission, and review the listing of grants we have made during our past grant cycles.
- We encourage you to review the latest news and other details about The Blue Foundation for a Healthy Florida through The Blue Foundation website, www.bluefoundationfl.com.
- We prefer to receive one proposal per organization, instead of an organization competing against itself for funding. In the case of an organization with different departments, subsidiaries, etc. (like a university or national organization with local affiliates), you may submit more than one proposal from the umbrella organization if they are for different departments.
- In an effort to assure fairness among the range of proposal applicants, The Blue Foundation will not accept more than one proposal from a single organization within a 12-month period, unless the organization has received specific approval from The Blue Foundation to do so. Organizations that applied to The Blue Foundation before the Winter 2007 cycle are eligible to apply for the Summer 2008 grant cycle. Grantees with active, multi-year grants may not apply again until the active grant is about to expire.
- To increase the effectiveness of our evaluation, we ask that the narrative and evaluation sections not exceed five pages. You may use an addition 1-2 pages for a tabular description of your goals and objectives. Please use at least 12-point type with double-spaced lines and reasonable margins. Please do not bind your proposal in a notebook or folder and do not staple any component; a large paper clip, rubber band or binder clip is acceptable and preferred.
- The Blue Foundation accepts proposals twice a year, and those proposals can be hand-delivered, faxed, sent overnight or mailed.
- Employer Identification Number: GuideStar is the national database of U.S. charitable organizations. It gathers and distributes data on more than 850,000 IRS-recognized nonprofits. Your registration number is your Employer Identification Number (EIN) assigned to you by the Internal Revenue Service. We encourage you to visit

GuideStar's website, www.guidestar.org to find your organization in their database, verify information about your group on their site, and provide additional data they request.

Program Description Section

- The Blue Foundation for a Healthy Florida encourages applicants to describe their project using the listed areas in the Narrative section (vision, mission, goals, objectives, activities, etc.). It is helpful to also present this information in chart or tabular form as a management or business plan.
 - The Blue Foundation uses the "Empowerment Evaluation" approach to planning and evaluation. For more information on Empowerment Evaluation, please refer to these websites: www.stanford.edu/~davidf/empowermentevaluation.html, or www.aepro.org. We have also included a sample chart at the end of this document for your reference.
 - The Blue Foundation is interested in learning more about the demographics of the proposals we receive in an effort to improve and learn from our applicants about the needs facing uninsured and underserved Floridians. We ask that you help us with this task by completing the "communities served" section on the application. You will see a series of categories with boxes to note percentages for the descriptions of the target population you hope to serve with the proposal.
 - We cannot emphasize enough that these "communities served" categories are not reflective of The Blue Foundation's priority areas – *your responses will not enhance or harm the evaluation of your proposal.*
 - The Blue Foundation consulted the 2000 U.S. Census website and the Diversity Department at Blue Cross and Blue Shield of Florida for the categories for age group, ethnic background, program focus and population served. If you have suggestions for improvement to the categories or definitions, please let our office know through your proposal. We anticipate this section will change with each RFP cycle as we learn more about the target populations you serve.
- Each category will hopefully have percentages that total 100 percent. For example, if you are an adult-serving organization, the target population in the Age Group category may be reflected like this: 20 percent Adult Males; 45 percent Adult Females; 35 percent Seniors. Alternately, the groups might exceed 100 percent: e.g., 80 percent Homeless; 10 percent HIV positive; 30 percent Veterans. If you serve "all" in some category, we prefer to see an approximate breakdown by percentage. We recognize that you are working with the uninsured, but additional breakdown of the population is helpful.
 - Please note that under Service Model we are trying to capture the way that your services are delivered. For example, a mobile van may not only provide health educational materials, but may also conduct some early intervention with the clients through immunizations, blood pressure screenings, or dispensing of medications. Mental health counseling might include prevention screenings, intervention, and case management. If possible give the percentage of each service offered.
 - Please note that under the Program focus, we are interested to know what disease or wellness conditions you are addressing. Infectious disease includes HIV/AIDS diseases.
 - Below is some information to help you with this description:
 - **Geography** – we are looking to see if your program serves an urban population (determined by the SMSA – Standard Metropolitan Statistical Area) or a rural population. Some programs serve populations in both types of geography. We consider rural areas as those with "a population density of less than 100 individuals per square mile or an area defined by the most recent United States Census as rural." In the

recent Census, 33 of Florida's 67 counties were considered rural, and approximately 1.1 million of Florida's 16 million citizens live in those counties.

o **Area of State** – please provide the telephone area code of the target population to be served. This helps us determine the county/region of the state. Your program can be statewide. We also provide regional names of the state. The counties that fall under each include:

- Northwest (Escambia, Santa Rosa, Okaloosa, Walton, Holmes, Jackson, Washington, Calhoun, Bay, Gulf, Liberty, Franklin)
- North Central (Leon, Gadsden, Wakulla, Jefferson, Madison, Taylor, Hamilton, Suwannee, Lafayette, Dixie, Gilchrist, Columbia, Union, Bradford, Alachua, Levy, Marion)
- Northeast (Nassau, Baker, Duval, Clay, St. Johns, Putnam)
- Central West (Citrus, Hernando, Hillsborough, Pasco, Pinellas)
- Central (Lake, Sumter, Seminole, Orange, Osceola, Polk)
- Central East (Flagler, Volusia, Brevard, Indian River, Okeechobee, St. Lucie)
- Southeast (Martin, Palm Beach, Broward, Dade, Monroe)
- Southwest (Manatee, Hardee, Highlands, Sarasota, DeSoto, Charlotte, Glades, Lee, Hendry, Collier)

Attachments

- We prefer to have one copy of the attachments requested on the RFP. You will not be penalized for submitting more than one copy of the attachments.
- Even if you applied during a past grant cycle and submitted your attachments, we request that you resubmit the attachments for this RFP cycle.
- If your organization does not have certain attachment requests (for example, a recent audit or an annual report), please submit the attachments that you do have available. You will not be penalized for not having certain attachments. However, your IRS status ruling letter and your current board of directors listing are must-have attachments in order to be considered.
- If the list of other major business and foundation donors is extensive, please submit a list of those donors that support the program for which you are applying. The same applies for your current operating budget – if your organization is part of a larger company, please submit your current budget for the project for which you are applying, or for your specific organization's operating budget.
- The professional affiliations for the board of directors are those organizations for which your board members either work or are representing on your board. If you have different boards for your umbrella organization and for the program for which you are applying, please submit the list of both boards of directors.
- For the resumes or program job descriptions, we are looking for brief biographies (noting relevant professional experience) of all those for whom funding is requested, or for those who have significant responsibilities related to the funding request. If funding is requested for or related to a position for which a person has yet to be hired, please include a detailed position description, noting professional responsibilities and relevant experience, skills and attributes.

Eligibility

- The organization that is applying must be located in Florida and operate the program for which it is applying in Florida to directly serve Floridians.
- The organization applying must be a 501(c)(3) organization as defined by the Internal Revenue Service and not be classified as a Type III Supporting Organization or a private foundation.
- Public county health departments and other government entities are eligible to apply and must provide verification of government entity status from the IRS. A public entity may serve as a fiscal agent for a charitable organization or be part of a coalition or consortium applying for funding.
- An organization that applied for funding in previous grant cycles may apply again for the current grant cycle, using the same proposal idea or a new program. We will not provide specific information about why your proposal was not chosen during past cycles, or ideas for improvement to your proposal.
- Organizations that received funding from The Blue Foundation during past grant cycles may apply again for funds for another program, but cannot reapply for the same funded program for at least one year, or the program's grant duration.
- The Blue Foundation for a Healthy Florida operates two grant cycles each year, in the summer and winter. The Summer 2008 deadline is **March 14, 2008**, and the Winter 2008 grant cycle deadline is **September 12, 2008**. If you would like to be included on the mailing list to receive an application for the future grant cycles, please contact 1-800-477-3736, x 63215. Those who have received applications or correspondence from the foundation in the past are already included on the mailing list. Please keep us informed of address changes.

Priority Areas

- The Blue Foundation for a Healthy Florida supports community-based solutions that address the many different health care challenges facing Florida both today and in the future. The mission of The Blue Foundation is to enhance access to quality health-related services for Floridians, with a particular focus on the uninsured and underserved. The Blue Foundation looks to partner with community leaders to recognize and support strategies that advance the health and well-being of uninsured and underserved Floridians.
- To achieve its goals, The Blue Foundation strategically focuses grant allocations toward philanthropic, community-based solutions to improve program capacity and reduce barriers to access; nurtures community health leadership to reinforce local solutions, foster innovation and sustain quality; and leverages financial, human and other resources to maximize measurable impact.
- There are areas of interest for which we will consider funding. The Blue Foundation board of directors has determined a priority focus for the foundation's grant-making process. The foundation will focus a significant portion of its resources to maximize impact in the area of community-based health clinics and outreach services. This focus will help to address realistically the vast challenges associated with providing access to and lasting outcomes connected with populations presently not receiving effective health-related prevention or treatment services. The greatest percentage of The Blue Foundation funding will be to identify, nurture and sustain such activities to benefit underserved and uninsured populations.

- Within the community health clinic arena, we prefer to focus funding on: philanthropic, innovative approaches to health care education, awareness and training programs, especially those that have a grassroots or community outreach component; demonstration and/or research projects that attempt to find a new way to deliver health care or to increase access to health care services for the uninsured and underserved; and projects that use innovative techniques or use collaborative methods to address a specific problem in a geographic area or target population.
- Funding for direct health care services will be considered, but must not serve as a replacement for insurance reimbursements or as a supplement to insurance reimbursements from Blue Cross and Blue Shield of Florida.
- Funding for general operating support alone or for capital campaigns will be considered, but this is not a priority area. We will consider equipment and supply purchases within proposals.
- The Blue Foundation will not fund administrative overhead charges for universities or higher education institutions.
- The Employee Review Team is composed of 15 Blue Cross and Blue Shield of Florida employees who are involved in the community and have various skills in planning, medical services, finance, marketing, communications and grantmaking. The members of the team serve alternating terms of service. Members are chosen through an application process and are chosen by the foundation board of directors.
- Our proposal evaluation criteria includes, but is not exclusive to, the following characteristics:
 - o Compelling fit with The Blue Foundation mission, guidelines and priorities
 - o Quality of leadership within the organization must be strong and respected by the community
 - o Financial strength of the institution with a record of stable funding and strong budgetary control
 - o Organizational diversity, with representation of the population being served and a proven record of staff and board diversity
 - o Quality of planning where there is a demonstrated commitment of a detailed planning process that engages the necessary resources and leadership with a credible evaluation strategy
 - o Potential favorable impact with such components as an expected significant outcome, high quality intervention, appropriate number served relative to goals/budget, likelihood to influence other organizations, possible chance for positive systemic change, and a practical evaluation plan.

Decision-Making Process

- The Blue Foundation uses a four-step review process for determining grant recipients. Independent readers review all proposals submitted using the foundation's established grant criteria. Following this initial review, The Blue Foundation Employee Review Team receives selected proposals, conducts site review visits, and makes funding recommendations to the foundation board of directors grant committee. The grant committee submits its final recommendations to the foundation board of directors for final approval.
- The process takes approximately three months to determine grant recipients. Organizations chosen for Summer grants will be notified by mid July 2008, by telephone. Organizations not chosen will be notified by late July 2008 by mail.
- Proposals are not scored or ranked based on a grading or numerical system. We will not be able to provide feedback on why your proposal was not chosen – many proposals meet our criteria and are similar to past grants we have made. It is often a matter of financial resources at The Blue Foundation that causes proposals to be denied.

Sample Chart for Program Description

- The Blue Foundation for a Healthy Florida uses the “Empowerment Evaluation” approach to planning and evaluation. The definitions and charts below are based on this approach.
- The Blue Foundation encourages applicants to describe their project using the listed areas in the Narrative section (vision, mission, goals, objectives, activities, etc.). It is helpful to present this information in chart form as a management or business plan. A sample is provided below for guidance and definitions of categories.

VISION	(A desired state that would exist in the target population or its society in the absence of needs and problems being addressed by the program/project)
MISSION	(The purpose or reason that the program or its host agency exists)
TARGET POPULATION	(An identified population or group the program targets because of need, risk, age, geography or some other characteristic that makes it a priority for services or intervention)
GOALS	(Specific aims of a particular program or project consistent with the mission and representing how this particular program or project intends to contribute to attainment of the vision)

- For each of your project’s goals, a process chart similar to the one below is helpful. We would encourage you to have two goals related to: sustainability of the program beyond The Blue Foundation funding; and plans for disseminating lessons learned and outcomes of this program to a broader community.

Objectives	Activities	Outcomes	Indicators	Timeframes
(What the program intends to accomplish in order to create or facilitate change)	(What the program staff propose to actually do for, to or with clients)	(The desired changes in the client or client situation the program hopes will result when accomplishing stated process objectives)	(Specific measures and/or benchmarks used as evidence that outcomes have actually been achieved; include data source)	(How often and when you will measure outcomes, and timeframes for implementation)