



**Obici Healthcare Foundation  
Healthy Beginnings  
Community Planning Grants  
Request for Proposals for Convening Organizations**

**ABOUT OBICI HEALTHCARE FOUNDATION**

Obici Healthcare Foundation (OHF) is a private foundation established in 2006 from the sale of Louise Obici Memorial Hospital to Sentara Healthcare. Its mission is to improve the health status of the people living in its service area by responding to the medical needs of the indigent and uninsured and by supporting programs which have the primary purpose of preventing illness and disease. Based in Suffolk, Virginia, OHF serves the cities of Suffolk and Franklin; Isle of Wight County; Surry, Dendron and Elberon in Surry County; Waverly and Wakefield in Sussex County; Boykins, Courtland, Ivor, Newsoms and Sedley in Southampton County; and Gates County, North Carolina. The population is approximately 168,000.

**BACKGROUND**

There are significant geographic and racial differences in infant outcomes across the OHF service region. For instance, Isle of Wight County has an infant mortality rate of 7.1 deaths per 1,000 births while Franklin has an infant mortality rate of 15 deaths per 1,000 births. Infant mortality is the death of an infant in the first year of life.

The reasons for infant mortality, and overall poor infant outcomes, are many. Some of these reasons include birth defects, preterm birth and low birthweight, sudden unexpected infant death (SUID), low breastfeeding rates, limited or no access to prenatal care, pregnancy complications and injuries (i.e. suffocation).

In the Foundation's service region:

- Nearly 10% of births are preterm (16% in Sussex and 12% in Suffolk)
- 16% of women do not receive prenatal care in the first trimester (22% in Franklin)
- 69% of women exclusively breastfeed at hospital discharge (84% White, 58% African-American)

In 2018, the OHF Board of Directors approved a five-year strategy to improve maternal and child health in the service region. The maternal and child health investments from OHF will focus on prenatal to one year of age with a goal of improving outcomes in the first year of life for

women, infants and families. The Healthy Beginnings funding program is one strategy under the Foundation's maternal and child health investment.

Investments in improving infant outcomes pay long-term health and economic dividends for communities. Early identification and treatment of maternal depression, for example, can positively impact long-term health outcomes for mothers and infants. Additionally, addressing potential health issues in pregnancy or early infancy can prevent death and disability and allow children to reach their full potential.

## **PURPOSE**

The purpose of the Healthy Beginnings funding program is to provide support to multi-sector community collaboratives to create a plan to improve outcomes in the first year of life for women, infants and families. The purpose of this RFP is to secure a convening organization to provide leadership at the community level throughout the planning process.

Funds awarded through this program are designated for one convening organization per community. The convening organization is expected to:

- Recruit and retain a diverse group of partners to the community collaborative
- Plan logistics for meetings, including securing space and refreshments (if necessary)
- Work with the technical assistance provider and Foundation staff to plan collaborative meeting agendas
- Actively participate alongside other partners in meetings to develop a community plan to improve outcomes in the first year of life for women, infants and families

Convening partners will spend approximately 8-10 hours per month on this project.

Community collaboratives will be expected to come together beginning February 2019 to develop a plan to address one or two of the following focus areas: breastfeeding, maternal mental health (specifically, pre and post-natal anxiety and depression), safe sleep and access to prenatal care. Communities can choose either one or two focus areas but may not choose more than two.

The Foundation has selected The Strategy Group, a technical assistance provider, to:

- Work with convening organizations to plan meeting agendas and facilitate meetings that foster learning and strengthen relationships
- Provide direct coaching support and technical assistance to community collaboratives to support the planning process, including data support to assist with strategy development

Members of the collaborative will be responsible for participating in regularly scheduled meetings throughout the planning year and actively contributing in the meetings to ensure plans and strategies developed meet the needs of the target community. Community collaborative members will likely spend approximately 4-6 hours per month on this project.

***Please note: Collaborative partners should already be committed to participating in the planning process prior to the close of this RFP. Before applying for this opportunity, applicant convening organizations should have already developed a collaborative and selected focus area(s).***

It is anticipated that, in 2020, OHF will make funding available to collaboratives to implement strategies developed in this planning process.

**ELIGIBILITY, FUNDING GUIDELINES AND GRANT TERMS**

Applicants must be a nonprofit organization classified as tax-exempt under Section 501(c)(3) of the Internal Revenue Code or a government agency. In addition, applicants must be located in and serve communities or populations residing in the Foundation’s service area (in Virginia, the cities of Suffolk and Franklin; Isle of Wight County; Surry, Dendron and Elberon in Surry County; Waverly and Wakefield in Sussex County; Boykins, Courtland, Ivor, Newsoms and Sedley in Southampton County; and Gates County, North Carolina).

Funding will be awarded on a competitive basis.

**COLLABORATIVE MEETINGS**

All members of the collaborative will be expected to attend planning meetings and/or participate via phone if they cannot be present in-person. The meeting dates are as follows:

**Kick-off meeting:** February 14, 2019

**2019:** March 14, April 11, May 9, June 13 (mid-point meeting in Suffolk), July 11, August 8, September 12, October 10, November 14, December 12

**2020:** January 8

It is anticipated that collaboratives will continue meeting in 2020 to continue planning and pursue implementation of the plan developed in 2019.

**OHF ACTIVITIES**

The June 13, 2019 meeting will take place in Suffolk and will be a peer learning meeting for all community collaboratives. Obici Healthcare Foundation will be responsible for planning this meeting, including securing space, food, logistics, etc. Please consider this while putting together a budget for the planning year.

**Timeline**

RFP Open	Pre-Application Webinar	RFP Close	Award Start Date	Award End Date
October 24, 2018	November 5, 2018 2:00 p.m.	December 10, 2018 2:00 p.m.	February 1, 2019	January 31, 2020

## **Pre-Application Webinar**

Please contact Alexis Phillips ([aphillips@obicihcf.org](mailto:aphillips@obicihcf.org)) to RSVP and receive details for participating in the webinar. RSVPs are required no later than November 2. ***Interested applicants are strongly encouraged to participate in the webinar.***

[Click here to access the webinar slides.](#)

## **Proposal Deadline**

The submission deadline is 2:00 p.m. EST on December 10, 2018. Late or incomplete submissions will not be considered.

## **APPLICATION SUBMISSION**

Applications must be submitted using the online [Application Form](#). Proposal requirements, described below, must be submitted through the application form link as “Attachments”. If you have questions about application submission, please contact Melissa Eggen at 757-539-8810 or [meggen@obicihcf.org](mailto:meggen@obicihcf.org).

## **PROPOSAL REQUIREMENTS**

Applications that do not contain all the required documentation or in the required format will not be reviewed. Please submit the following documents.

1. **Completed cover sheet.**
2. **Proposal narrative.** Briefly address each question below. The proposal narrative should be no more than 4 double-spaced pages.
  - A. Briefly describe why your organization is well positioned to engage multi-sector partners and serve as the convening organization.
  - B. Describe your organization’s history of success with multi-organizational partnership. What were the goals of the partnership? What did it achieve? What did you learn that you can apply to this planning process?
  - C. Describe the community (city and/or county) this planning grant will support. If the geographic area only includes specific cities within a county, please state the cities of focus. Why was this community selected?
  - D. Which topic area(s) will the collaborative focus on? How was this focus area identified? Use data to describe the need for planning around this focus area.
  - E. Provide a listing of your collaborative partners. Include staff name and organization name. Please provide a brief rationale for why these partners are essential to the goal of improving outcomes in the first year of life.
  - F. Community participation is an essential ingredient in strong community collaboratives. How will the collaborative seek input from women and families affected by poor birth outcomes?
  - G. List any in-kind services or other sources of funding, if applicable.

### 3. **Budget narrative.**

OHF funding may support, but is not limited to:

- Staff time for the convening organization to schedule and coordinate meetings, recruit additional partners throughout the planning year and retain those partners
- Support for community members to participate in the collaborative (i.e. incentives)
- Fees for meeting space and refreshments

***OHF will not allow requests for indirect costs for planning grants.***

**4. Letters of Commitment.** Letters should state the partner organization's commitment to attending regular meetings and contributing to the planning process over the course of the planning year. Each letter should be signed by the appropriate organizational representative. ***Please upload all letters as a single document.***

**5. Financial and Other documents.** Applicants must submit the following document.

A. Form 990

## **SELECTION CRITERIA**

This funding opportunity is offered on a competitive basis. It is possible that not all applicants will receive funding. Successful applicants will:

- Clearly define the target community of focus for the planning process
- Clearly state the focus area(s) the community collaborative will focus on and provide local data to substantiate need
- Have already engaged a diverse set of partners and received letters of commitment stating their interest and commitment to participating in the planning process
- Be committed to engagement of women and families affected by poor infant outcomes
- Consists of a convening organization and collaborative partners that have credibility and experience working in the target community
- Have a history of working with multi-sector partners, including recruitment and engagement of partners

## **ADDITIONAL CONSIDERATIONS**

The Foundation reserves the right to:

- Request additional information from any or all applicants
- Conduct discussions with applicants to ensure full understanding of, and responsiveness to, the application requirements
- Request modifications to a respondent's application prior to final award to ensure alignment of project elements with the core values, mission, and operating standards of the Foundation
- Reject any or all applications submitted

**CONTACT**

If you have questions about the goals or content of this RFP please contact Melissa Eggen, Program Officer, at 757-539-8810 or [meggen@obichcf.org](mailto:meggen@obichcf.org).