



Obici Healthcare Foundation Prevention/Healthy Behaviors 2018 Request for Proposals

Healthy Spaces Project

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.

In 2017, the OHF Board of Directors decided to move from responsive grantmaking to a more strategic approach. To assist with the identification of priorities, the Foundation commissioned Professional Research Consultants (PRC) to conduct the 2018 Community Health Needs Assessment (CHNA). Results from the assessment, based on quantitative data as well as extensive community input, were compiled and presented to the board in early 2018, which selected focus areas for future investment. Through this process, the board confirmed its commitment to Prevention/Healthy Behaviors, which seeks to improve overall health and prevent chronic diseases by increasing access to opportunities for physical activity and healthy foods, continuing the Foundation's ongoing investment in this area since 2006.

BACKGROUND

Healthy behaviors such as physical activity and healthy eating can prevent chronic diseases, control weight, improve mood, boost energy, and improve longevity and wellbeing. Access to community assets such as playgrounds, walking trails, community gardens and farmers' markets make it easier for people to make healthier choices that have the potential to improve their health. For example, a National Institutes of Health (NIH) publication on the use of public parks found that residential proximity is strongly associated with physical activity and park use. Other research has found that children with a park or a playground within one-half mile are nearly five times more likely to be at a healthy weight than children without playgrounds. Similarly, some studies have found that the presence of community gardens and farmers markets can help reduce food insecurity, increase the consumption of fruits and vegetables, and create stronger social connections.

Too many residents of the Western Tidewater region lack access to such facilities. According to the 2018 CHNA, parts of the service area are challenged with a shortage of recreation and fitness facilities, food insecurity and lack of healthy foods, with rates worse than state and national averages. Not surprisingly, these gaps are particularly stark in low-income communities, which also suffer from some of the greatest health disparities, including higher rates of heart disease, hypertension, diabetes and obesity.

PURPOSE OF REQUEST FOR PROPOSALS (RFP)

OHF supports solutions for improving the overall health and well-being of all residents within the service area. Examples of fundable projects include but are not limited to the development and/or improvement of walking trails, playgrounds and parks; and farmers markets, community gardens, healthy corner stores and mobile markets. While educational programs, classes and promotional

campaigns can be helpful in building awareness, demand for and commitment to healthy behaviors, the purpose of this grant funding is to support “shovel-ready” projects that create or improve community infrastructure for physical activity and healthy eating.

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).

The Foundation will award a limited number of one-year, one-time grants of up to \$50,000 each for this funding opportunity and reserves the right to award less than the amount requested.

Grant funding may be used for capital expenses, equipment costs and a limited amount of consulting or personnel support if necessary to project implementation. Applicants are encouraged but not required to secure matching funds and/or in-kind support.

Funding may not be used for:

- New or existing programs, educational activities, conferences, meetings or promotional campaigns
- Lobbying or political programs or events
- Activities that exclusively benefit the members of sectarian or religious organizations
- Organizations that discriminate by race, color, creed, gender or national origin
- Biomedical, clinical or educational research
- Individual scholarships
- Direct support to endowments
- Funding that supplants existing sources of support
- Individuals, including patient assistance funds
- Annual fund drives
- Projects outside of the Foundation’s service area
- Direct funding for medical or social services that are already funded through existing third-party reimbursement sources

Timeline

This Request for Proposal will be available for three funding cycles. Applicants should become familiar with the dates associated with the cycle for which they are seeking funding. Applicants whose proposals were not funded may submit a revised application for consideration in a subsequent cycle.

Proposals due	July 25, 2018	September 12, 2018	December 12, 2018
Notification of Selection	August 29, 2018	October 24, 2018	January 23, 2019
Contract Start Date	October 1, 2018	December 1, 2018	March 1, 2019

Technical Assistance

Upon request, Foundation staff will provide no-cost technical assistance to applicants requesting help with proposal submission.

Proposal Deadline

Proposals will be accepted using the Foundation's online application process only. [Click here](#) to access the application. Submission deadlines are 2:00 p.m. EST on July 25, 2018, September 12, 2018 and December 12, 2018, respectively. In fairness to all applicants, late or incomplete submissions will not be considered.

PROPOSAL REQUIREMENTS

1. Cover page, including:
 - a. Project title
 - b. Amount of funding requested
 - c. Proposed project period (up to one year, beginning no sooner than July 25, 2018)
 - d. Name, address, phone number and email address of the applicant organization
 - e. Name, title, phone number and email address of the project director
2. Project description (up to 3 pages):
 - a. The proposed project, its location, background on the community, who will benefit from the proposed project and how you know the project meets an existing need
 - b. The project's expected impact on physical activity and/or healthy eating
 - c. How the project is consistent with your organization's mission
 - d. Your organization's capacity to plan and implement the project, and any related experience.
 - e. Any partners you plan to engage
 - f. Key staff, their experience and roles
 - g. How you will monitor the project's progress and measure whether it has been successful
3. Project work plan describing project activities and tasks, responsible individual(s) and timeline (up to 2 pages)
4. A line item budget and brief budget narrative
5. Applicant organization's 501(c)(3) or government entity exemption determination letter
6. Your organization's most current 990 or most current annual audit or financial report
7. A list of your organization's board members including name and addresses, submitted online
8. Letter(s) of support from partners, community members, clients or other key stakeholders (up to three)

CONTACT

For questions, please contact Diane Nelms, Program Officer, at 757-539-8810 or dnelms@obicihcf.org.