



***2024 – 2025 HEALTHY BEHAVIORS PARTNERSHIP DEVELOPMENT,  
PLANNING, AND IMPLEMENTATION GRANTS (PPI GRANTS)  
REQUEST FOR PROPOSAL***

**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 that prevent illness and disease. Based in Suffolk, Virginia, OHF serves the cities of Suffolk and Franklin, as well as the counties of Isle of Wight, Surry, Sussex, and Southampton in Virginia. Additionally, OHF extends its support to Gates County, North Carolina. Together, these areas encompass a population of approximately 190,000.

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 Foundation’s Board of Directors 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 healthy eating and physical activity can prevent chronic diseases, control weight, improve mood, boost energy, and improve longevity and wellbeing. Too many residents of the Western Tidewater and Gates County, North Carolina region live in food deserts, where access to healthy food is limited, and in areas with few options for physical activity. Transportation challenges make it even more difficult for residents to make healthy choices, especially for those who live in rural areas. 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.



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 of their homes are nearly five times more likely to be at a healthy weight than children without proximity to playgrounds or parks. 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. In addition, educational programs and promotional efforts can be effective ways to increase awareness of the importance of a healthy lifestyle and begin to change social norms. They can also help increase demand for programs and services as well as prompt long-term changes in policies and environments that make it easier for people to make healthier choices.

Collaborating across agencies, departments, and sectors is important for planning and implementing such interventions and for gaining support from the populations most impacted by them. Multi-sector community collaboratives can be helpful in identifying priorities, determining shared goals, leveraging unique expertise, identifying funding sources and understanding relevant laws or regulations when implementing community-wide changes. In some communities, collaborating across sectors and organizations is a common practice; in others, it may require an intentional shift from working independently in silos to working collaboratively.

## **PURPOSE OF REQUEST FOR PROPOSALS (RFP)**

OHF supports community-driven solutions for improving the overall health and well-being of all residents within its service area, particularly those experiencing the greatest disparities in health based on income, race/ethnicity and geographic location. Recognizing that communities within the Western Tidewater and Gates County, North Carolina region are unique and have different assets and needs, this RFP offers three distinct but complementary funding opportunities: 1) Partnership Development Grants; 2) Planning Grants; and 3) Implementation Grants. Applicants should choose the funding opportunity that most closely aligns with their readiness and capacity as well as community needs. Key elements of each funding opportunity are summarized in the following chart.



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Key Elements	Funding Opportunity		
	Partnership Development Grants	Planning Grants	Implementation Grants
<b>Purpose</b>	Partnership Development Grants support single applicant organizations and their efforts to convene multi-sector community partners to <u>build the capacity to collaborate</u> in order to increase access to healthy food and opportunities for physical activity.	Planning Grants support multi-sector community collaboratives to <u>develop a plan</u> to increase access to healthy food and/or opportunities for physical activity in their community	Implementation Grants support multi-sector community collaboratives and their efforts to <u>implement</u> programs, promotional strategies, educational campaigns, policies, systems and/or environmental change strategies to increase access to healthy food and/or opportunities for physical activity throughout the community or region.
<b>Funding/Support</b>	Each grant provides up to \$5000 in funding to support the applicant organization; includes in-kind support from OHF staff for facilitation and technical assistance (TA).	Each grant provides up to \$25,000 in funding to support planning activities and related expenses (e.g., meetings, consultants, assessment/ data collection, resident engagement, pilot activities, etc.); may include in-kind support from OHF staff for facilitation and technical assistance (TA).	Each grant provides up to \$100,000 in funding/ year to implement proposed project or initiative.
<b>Grant Period</b>	6-12 months, based on need	Up to one year	Up to three years (with additional 2 <sup>nd</sup> and 3 <sup>rd</sup> year of funding contingent on annual progress)
<b>Requirements</b>	<ul style="list-style-type: none"> <li>• Qualified applicant (501c3 or government agency) within the service area</li> <li>• Designated project coordinator from applicant organization to serve as point person</li> <li>• At least 5 committed partners from multiple sectors, including health, government, education, business and nonprofit</li> <li>• Engagement with residents most</li> </ul>	<ul style="list-style-type: none"> <li>• Qualified applicant (501c3 of government agency) within the service area</li> <li>• Designated project coordinator from applicant organization to lead the initiative and serve as point person</li> <li>• At least 5 committed partners from multiple sectors, including health, government, education, business and nonprofit</li> </ul>	<ul style="list-style-type: none"> <li>• Qualified applicant (501c3 or government) within the service area</li> <li>• Designated project coordinator or director from applicant organization to lead the initiative and serve as point person</li> <li>• At least 5 committed partners from multiple sectors, including health, government, education, business and nonprofit</li> </ul>



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	impacted by health disparities (encouraged)	<ul style="list-style-type: none"> <li>Engagement with residents most impacted by health disparities (strongly encouraged)</li> </ul>	<ul style="list-style-type: none"> <li>Resource sharing with partners through MOAs and/or mini grants</li> <li>Engagement with residents most impacted by health disparities (required)</li> </ul>
<b>Who Should Apply</b>	<ul style="list-style-type: none"> <li>Organizations interested in and/or currently engaged in efforts to increase access to healthy food and/or opportunities for physical activity</li> <li>Experience working with one or more partners on a formal or informal basis</li> <li>Interest in building capacity for more intentional collaboration across the community</li> </ul>	<ul style="list-style-type: none"> <li>Growing and established partnerships currently engaged in efforts to increase access to healthy food and/or opportunities for physical activity</li> <li>Interest in developing a plan for new, enhanced and/or expanded efforts to increase access to healthy food and/or opportunities for physical activity</li> </ul>	<ul style="list-style-type: none"> <li>Established and/or growing partnerships with a successful track record of implementing initiatives that increase access to healthy food and/or opportunities for physical activity</li> <li>A proposed project or initiative that is 1) ready to implement, 2) likely to increase consumption of healthy foods and/or rates of physical activity and 3) likely to have significant and sustainable impact and/or reach in the region</li> </ul>
<b>Time Commitment</b>	<ul style="list-style-type: none"> <li>Convening organization: approximately 3-5 hours/ month</li> <li>Partners: approximately 2-3 hours/month</li> </ul>	<ul style="list-style-type: none"> <li>Depends on scope of planning process</li> </ul>	<ul style="list-style-type: none"> <li>Depends on scope of proposed project</li> </ul>
<b>Other Considerations</b>	Following successful completion of the Partnership Development grant period, partnerships may choose to apply for a Planning Grant.	Following successful completion of the Planning Grant period, partnerships may choose to apply for an Implementation Grant.	

While the Foundation will consider multiple submissions from a single community in one grant cycle, partners are strongly encouraged to coordinate their activities to minimize duplication of effort. Only one proposal from a single organization or agency will be accepted per grant cycle.



## **ELIGIBILITY, FUNDING GUIDELINES AND GRANT TERMS**

Each application must be submitted by one organization designated to serve as the “convener” for the collaborative. The role of the applicant organization will be to serve as the fiscal intermediary for the grant, ensure fulfillment of all grant requirements and, in most cases, provide a project coordinator or director for the proposed activities. As needed, applicant organizations may select the project coordinator or director from a partnering organization with whom the applicant will subcontract for the coordinator’s time.

While partners who are participating in the collaborative are strongly encouraged to contribute in-kind resources (e.g., meeting space, supplies, etc.) to support the project, applicants are encouraged to share resources with significant partners rather than rely solely on in-kind or pro bono support. To that end, OHF permits resource sharing in various ways, including mini-grants, consulting payments and/or subcontracts. Before funding is finalized, memoranda of understanding (MOUs) between the applicant and key partners will be requested to confirm the commitment of staff time and other resources. In addition, OHF strongly encourages engagement/participation from community members most impacted by lack of access to healthy food, few opportunities for physical activity and those at risk of health disparities; as such, the Foundation permits grant dollars to be allocated for reasonable costs to support meeting expenses.

Applicants must be a nonprofit organization classified as tax-exempt under Section 501© (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; and the counties of Isle of Wight; Surry; Sussex County; Southampton County; and Gates County, North Carolina).

Grant funding should align with project needs and may be used to support staff time, assessment activities, meeting expenses, educational activities, advocacy, project-related supplies and equipment, communications, and consulting support. Applicants are encouraged but not required to secure matching funds and/or in-kind support.

### **Funding may not be used for:**

- Lobbying or political programs or events



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- 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

The Foundation will award a limited number of Partnership Development Grants, Planning Grants, and Implementation Grants based on the number and quality of applications received. OHF reserves the right to award less than the amount requested.

**IMPORTANT DATES AND DEADLINES**

The Healthy Behaviors Partnership Development, Planning, or Implementation Grants request for proposals will be available for multiple funding cycles. Applicants should become familiar with the dates associated with the cycle for which they are seeking funding. Applicants whose proposals are not funded may submit a revised application for consideration in a subsequent cycle. In such cases, repeat applicants are advised to seek a consultation with the Foundation prior to submitting another proposal.

<b>Funding Cycle 1</b>		
Proposals Deadline*	Notification of Selection	Grant Start Date
Monday May 13, 2024	June 26, 2024	August 1, 2024

<b>Funding Cycle 2</b>		
Proposals Deadline*	Notification of Selection	Grant Start Date
Tuesday July 9, 2024	August 28, 2024	October 1, 2024

<b>Funding Cycle 3</b>		
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Proposals Deadline*	Notification of Selection	Grant Start Date
Wednesday September 4, 2024	October 23, 2024	December 1, 2024

Funding Cycle 4		
Proposals Deadline*	Notification of Selection	Grant Start Date
Tuesday December 3, 2024	January 29, 2025	March 1, 2025

\*All Proposals are due at 2:00 P.M. ET

## TECHNICAL ASSISTANCE AND PRE-SUBMISSION CONSULTATION

**All applicants are strongly encouraged to schedule time to discuss the alignment and feasibility of their organization’s request prior to submitting a proposal.** Upon request, Foundation staff will provide no-cost technical assistance to applicants requesting assistance with proposal submission. To fully benefit from any potential technical assistance and pre-submission consultation, please engage Foundation staff at least two weeks prior to the proposal deadline. Please contact Kelvin Turner II, Program Officer, at [kturner@obicihcf.org](mailto:kturner@obicihcf.org) or via telephone at (757) 539-8810.

## PROPOSAL APPLICATION SUBMISSION AND ONLINE PORTAL

The proposal application deadlines are 2:00 p.m. ET on May 13, 2024, July 9, 2024, September 4, 2024, and December 3, 2024. Proposal applications will **ONLY** be accepted using the Foundation’s online application process only. The online portal is available at <https://obicihcf.org/how-to-apply/> through the “>> Healthy Behaviors Initiatives Grant” tab. In fairness to all applicants, late or incomplete proposal application submission will not be considered. Please refer to the information below for options to access and/or create an online portal account:

- **If you (individual user) already have an account**, click on “Return Login” to access the online portal.
- **If your organization has previously applied for funding but you (individual user) do not have an account**, please contact Logan Crews, Grants Management and Administrative Assistant, at [lcrews@obicihcf.org](mailto:lcrews@obicihcf.org) or via telephone at (757)539-8810 for additional assistance.
- **If your organization has not previously applied for funding and you do not have an account**, click on [“Create Account & Apply Now”](#) to create an





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organizational and individual profile an access the online portal.

## **ONLINE APPLICATION MATERIALS AND REQUIREMENTS**

### **Proposal Requirements**

All Partnership Development, Planning or Implementation applicants (regardless of the funding opportunity being pursued) must submit the following information using templates provided (when referenced) and double-space, typed pages.

#### **1. Proposal Cover Sheet**

#### **2. Community context** (up to 1 page)

Brief overview of the community (i.e., municipality, county, or region) that is the focus of applicant organization's and/or collaborative group's proposed efforts, including:

- a. Size of the population and other key demographics
- b. Community assets related to access to healthy food and opportunities for physical activity
- c. Community challenges related to access to healthy eating and opportunities for physical activity

#### **3. Proposed collaborative** (up to 2 pages)

- a. List of committed partners including name, title, organization, represented sector (e.g., public health, education, faith-based, etc.), and the perspective/skill they will contribute to the project. **NOTE:** Finalists will be asked to submit MOUs confirming commitment or partner(s) before grants are approved and funds are distributed.
- b. Brief overview of relevant current or past work as a partnership (if any)
- c. Sectors, organizations and/or people who are not yet engaged in efforts but should be (if any)
- d. Proposed engagement of those in the community most impacted by lack of access to healthy foods, opportunities for physical activity and/or health disparities

#### **4. Applicant organization's 501(c)(3) or government entity exemption determination letter**

#### **5. Your organization's most current 990, annual audit or financial report** (The Foundation may request additional financial documentation





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from an applicant organization.)

**Applicants must also address several tailored questions based on the proposed funding opportunity. Please reference these specific questions below:**

For Partnership Development Grants:

**6. Statement of interest and readiness** (up to 1 page)

- a. Who is the proposed project coordinator or director, and what skills or experiences will they bring to this role?
- b. What (if any) previous work has the applicant organization done (individually or with partners) to increase access to healthy food and/or opportunities for physical activity?
- c. What prompted applicant organization's and/or collaborative group's interest in applying for this opportunity?
- d. What would applicant organization's and/or collaborative group like to be different as a result of Partnership Development Grant (if funded)?
- e. How might OHF staff be most helpful during the grant period? (e.g., serving as a sounding board, facilitating meetings, sharing helpful resources, offering educational presentations, etc.)?

**7. Budget Project Worksheet and Budget Narrative** (up to 1 page)

- a. A line-item budget using the downloadable template.
- b. A budget narrative identifying the budget (up to \$5,000) and proposed use of funds.
- c. A list of in-kind resources and/or support (if any) to be contributed by the applicant and/or partner organizations.

For Planning Grants:

**6. Statement of interest and readiness** (up to 1 page)

- a. Who is the proposed project coordinator or director, and what skills or experiences will they bring to this role?
- b. What (if any) previous work has the applicant organization and partners done (individually or together) to increase access to healthy food and/or opportunities for physical activity?



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- c. What prompted the collaborative’s interest in applying for this grant opportunity?
  - d. What is the proposed focus of this Planning Grant? (Please be as specific as possible, recognizing that the focus may change slightly or significantly as the planning period evolves)?
  - e. What are the proposed achievements of the Planning Grant?
  - f. How might OHF staff be most helpful during the grant period (e.g., serving as a sounding board, facilitating meetings, sharing helpful resources, offering educational presentations, etc.)?
7. **Work Plan** (up to 1 page)
- a. A work plan for the planning period identifying major activities, deliverables, due dates, and responsible person(s).
8. **Budget Project Worksheet** and **Budget Narrative** (up to 2 pages)
- a. A line-item budget using the downloadable template.
  - b. A budget narrative identifying the budget (up to \$25,000 for up to one year) and proposed use of funds.
  - c. A list of in-kind resources and/or support (if any) to be contributed by the applicant and/or partner organizations.

For Implementation Grants:

6. **Statement of interest and readiness** (up to 2 pages)
- a. Who is the proposed project coordinator or director, and what skills or experiences will they bring to this role?
  - b. In what ways have the partners collaborated to increase access to healthy food and/or opportunities for physical activity?
  - c. What are the collaborative’s most significant accomplishments and challenges?
  - d. What prompted your collaborative’s interest in applying for this opportunity?
  - e. What are the proposed achievements of the Implementation Grant?
  - f. How might OHF staff be most helpful during the grant period (e.g., serving as a sounding board, sharing helpful resources, providing specialized technical assistance, etc.)?



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**7. Project description** (up to 3 pages)

- a. What is the proposed project, who is it intended to benefit, and how will it meet an existing need?
- b. How will the proposed project increase access to healthy food, opportunities for physical activity and/or behavior change related to healthy eating or physical activity? How will success be measured? (Please cite evidence or leading practices for measuring success)
- c. In what ways (if any) will the proposed project have an impact on community norms or changes in policies, systems, or environments?
- d. What will be the impact of the project by the end of the grant period, and how will it be measured?
- e. What will the project leave behind once the grant period ends (e.g., increased awareness; new capacity, skills, or programs; changes in policies or infrastructure; etc.)?

**8. Work plan** for the proposed Implementation Grant period (detailed for Year 1, high level for subsequent year(s)) identifying major activities, deliverables, due dates, and responsible person(s.)

**9. Budget Project Worksheet** and **Budget Narrative** (up to 2 pages)

- a. A line-item budget using the downloadable template.
- b. A budget narrative identifying the budget (up to \$100,000/year for up to 3 years) and proposed use of funds (detailed for Year 1; high-level for subsequent years).
- c. A list of in-kind resources and/or support (if any) to be contributed by the applicant and/or partner organizations.

**10. Letter(s) of support** (up to 1 page each; please upload all letters as a single document) from four core partners identifying their proposed roles and commitment to the project

**11. A list of the applicant organization's board members** (up to 1 page)

## SELECTION CRITERIA

These funding opportunities are offered on a competitive basis. It is possible that not all applicants will receive funding. The strongest applications will:

- Have identified a convening organization, a designated project coordinator or



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director, and proposed partners who have credibility and experience working in the community and addressing the issues of interest

- Demonstrate an understanding of the community’s assets and opportunities related to healthy eating and active living
  - Demonstrate an understanding of the needs of community members who are most impacted by lack of access to healthy food, limited opportunities for physical activity and/or health disparities and have plans to engage them in the work
- Be able to articulate what they hope to achieve as a result of the project

Applicants may be assessed on additional measures of readiness and capacity as required by the funding opportunity for which they are applying.

## **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

**Note:** All organizations awarded funding will be required to submit a signed contract, board resolution, communication guide agreement, and other requested documents and fulfill any required contingencies to affirm the commitment of their (including board, staff, and any other key collaborators) to the grant funded project.

## **RESOURCES**

For more information on evidence and best/promising practices related to developing multisector community collaboratives and increasing opportunities for healthy eating and physical activity, please refer to the following resources and case examples. Please note that this is intended to provide general guidance rather than to serve as a comprehensive list.

**General (including background information and evidence-based policies and programs):**



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- CDC Healthy Communities Program: <http://www.cdc.gov/nccdphp/dch/programs/healthycommunitiesprogram/>
- Community Toolbox: Database of Best Practices: <https://ctb.ku.edu/en/databases-bestpractices>
- Community Transformation Grants - Small Community Awards - Summary of Project Activities: <http://www.cdc.gov/nccdphp/dch/programs/communitytransformation/smallcommunities/awardees.htm>
- Growing a Movement: Healthy Kids, Healthy Communities Final Report (includes case studies): <https://healthyplacesbydesign.org/wp-content/uploads/2014/08/Growing-aMovement.pdf>
- The State of Obesity 2018: Better Policies for a Healthier America: <https://www.tfah.org/report-details/the-state-of-obesity-2018/>
- What Works for Health: <http://www.countyhealthrankings.org/take-action-to-improvehealth/what-works-for-health>

#### **Multi-Sector Community Collaboratives:**

- County Health Rankings & Roadmaps Partner Center: <http://www.countyhealthrankings.org/take-action-to-improve-health/partner-center>
- Lessons for Leaders: Navigating the Process of Healthy Community Change: <https://healthyplacesbydesign.org/wp-content/uploads/2014/08/Lessons-forLeaders.pdf>

#### **Promote and Support Healthy Eating and Physical Activity:**

- Active Living Research: <https://www.activelivingresearch.org/>
- Alliance for a Healthier Generation: [www.healthiergeneration.org](http://www.healthiergeneration.org)
- Healthy Eating Research: <https://healthyeatingresearch.org/>
- KaBOOM: [www.kaboom.org/take action](http://www.kaboom.org/take-action)
- National Farm to School Network: [www.farmtoschool.org](http://www.farmtoschool.org)
- Purdue University Cooperative Extension Service, Starting a Farmers Market guide: [www.extension.purdue.edu/extmedia/EC/EC-739.pdf](http://www.extension.purdue.edu/extmedia/EC/EC-739.pdf)
- Safe Routes to School National Partnership: <https://www.saferoutespartnership.org/>
- USDA Choose My Plate website: [www.choosemyplate.gov](http://www.choosemyplate.gov)
- USDA Farm to School Program: <http://www.fns.usda.gov/farmtoschool/farm-school>

## **CONTACT**

For questions, please contact Kelvin Turner II, Program Officer, at



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[kturner@obicihcf.org](mailto:kturner@obicihcf.org) or via telephone at (757) 539-8810.