



2024 – 2025 Healty Behaviors Healthy Soaces Grant (HS Grant) Request for Proposal (RFP)

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 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, 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.

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 Western Tidewater, Virginia, and Gates County, North Carolina, lack access to such facilities. According to the 2022 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 PROPOSAL (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



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funding is to support “shovel-ready” projects within the Foundation’s service area that create or improve community infrastructure for physical activity and healthy eating.

ELIGIBILITY, FUNDING GUIDELINES, AND GRANT TERMS

In order to be eligible for this funding opportunity, applicant organizations must:

- Be a nonprofit organization classified as tax-exempt under Section 501(c)(3) of the Internal Revenue Code or a government agency
- 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)
- Align with Obici Healthcare Foundation’s mission
- Demonstrate strong board governance and engagement
- Demonstrate strong financial operations and management

City municipalities within the Foundation service area are welcome and encouraged to apply.

Also, applicants may include churches and faith-based organizations, as well as schools serving the Foundation’s service area. Required with proposals from these entities will be the following:

- Signed joint use agreements between the faith-based organization/school and the cities and/or towns in which they are located for use of the “healthy space.”
- Agreement to post hours of availability during which the “healthy space” would be open for public use.

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 and fringe, 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:

- Administrative or overhead fees
- 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



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- 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

IMPORTANT DATES AND DEADLINES

The Healthy Behaviors Healthy Spaces Grant 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.

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

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

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



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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 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 submissions will not be considered for that funding cycle. 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 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 organizational and individual profile to access the online portal.

ONLINE APPLICATION MATERIALS AND REQUIREMENTS

Proposal Requirements

All applicants, regardless of the funding opportunity pursued, are required to submit the following information. Please use the provided templates (when referenced) and ensure that all pages are double-spaced and typed.

1. **Proposal Cover Sheet**



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2. Proposal Narrative (up to 3 pages):
 - a. Provide details about the proposed project, including its location, background information on the community, the beneficiaries, and how the project addresses an existing need.
 - b. Explain the expected impact of the project on physical activity and/or healthy eating.
 - c. Describe how the project aligns with your organization's mission.
 - d. Demonstrate your organization's capacity to plan and implement the project, including any relevant experience.
 - e. Identify any partners you plan to engage in the project.
 - f. Provide information about key staff members involved, including their experience and roles.
 - f. Briefly outline your organization's strategies for promoting and advertising the project.
 - g. Explain how your organization will monitor the project's progress and measure its success.
3. Project work plan: Describe project activities, tasks, responsible individuals, and a timeline (up to 2 pages).
4. A line-item **project budget worksheet** 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 annual audit/financial report (Additional financial documentation may be requested).
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)

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.
- Approve subcontractors proposed or used in carrying out the work.



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- Reject any or all proposal 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 board, staff, and any other key collaborators to the grant funded project.

CONTACT

For questions, please contact Kelvin Turner II, Program Officer, kturner@obicihcf.org or via telephone at (757) 539-8810.