



Consumer Health Foundation

Advocacy for Health Care Access & Health Justice

Grant Announcement

About the Consumer Health Foundation

The Consumer Health Foundation is a private foundation dedicated to achieving [health justice](#) in the Washington, D.C. region through activities that advance the health and well being of historically underserved communities. We fund initiatives that empower consumers to make decisions and take actions that improve personal, family and community health.

In order to achieve our mission, we have organized our work into two goal areas:

- ◆ **Assuring equitable access to quality health care**
- ◆ **Addressing the social determinants of health equity -- the social and economic conditions that shape the health of a community**

See *Ten Things To Know About Health*

<http://www.unnaturalcauses.org/assets/uploads/file/10things.pdf>

About this Request for Proposals

Under this new Request for Proposals, ***Advocacy for Health Care Access & Health Justice***, the Foundation seeks to fund organizations that are using advocacy strategies to create positive social change in the two goal areas listed above. The focus is on creating local, state and regional policy change and systems reform that will benefit low-income communities of color in the Metropolitan Washington, DC region. This includes community, agency and administrative policy change. Priority will be given to groups 1) that directly engage and empower consumers; 2) that are already engaged in advocacy; or 3) for which advocacy is a natural extension of their work.

Advocacy strategies may include:

- ◆ Community engagement and organizing among residents in low-income neighborhoods
- ◆ Coalition or network building
- ◆ Convening, stakeholder engagement and collective problem solving among diverse groups
- ◆ Budget and policy analysis and development
- ◆ Policy implementation and monitoring

Examples of work **NOT** eligible for funding:

- ◆ National/federal policy change efforts
- ◆ Direct health services
- ◆ Knowledge or behavior change interventions focused on individuals
- ◆ Disease-specific or focused work (cancer, heart disease, stroke), including screening and outreach programs

1) Advocacy for Health Care Access

The Foundation believes that all residents in our region, particularly those who are uninsured and underinsured, deserve equal access to health care. This care should be high quality, patient- and family-centered (promote mutually beneficial partnerships among health care patients, families and providers) and cost effective. We aim to support systems, policies and financing structures that are designed to deliver this type of care.

Under *Advocacy for Health Care Access*, we will look to support organizations that use advocacy strategies to:

- ◆ Advance the integration of primary care medical homes with behavioral health, oral health, substance abuse treatment and links to specialty care
- ◆ Reform health care delivery, financing and payment systems
- ◆ Address language or cultural barriers that inhibit access or quality of care

Resources for programs, practices and approaches in advocacy for health care access:

<http://www.communitycatalyst.org/>

<http://www.rwif.org/vulnerablepopulations/index.jsp>

<http://www.commonwealthfund.org/>

<http://www.nashp.org/>

2) Advocacy for Health Justice

The Foundation believes that in order to improve health and eliminate racial, ethnic and socioeconomic inequities, we must address the social and economic conditions that shape the health of a community. Low-income communities of color in our region need access to good schools, jobs that pay a living wage, reliable public transportation, affordable housing, grocery stores selling fresh fruits and vegetables, and safe places to walk and exercise. These are the conditions that promote and sustain the health and wellness of individuals and their communities.

Under *Advocacy for Health Justice*, we will look to support organizations that use advocacy strategies to explicitly link health with other social and economic factors (education, workforce development, housing, economic development and the built environment), including:

- ◆ Place-based initiatives seeking to address multiple social determinants of health in a designated community
- ◆ Integration of health policy goals and strategies into other sectors
- ◆ Coalition-building among health-focused organizations and organizations in one or more other sectors

Resources for programs, practices and approaches in advocacy for health justice:

<http://www.unnaturalcauses.org/>

<http://www.preventioninstitute.org/>

<http://www.policylink.org/>

Initiative Process

Available Funding

Grant amounts will range from \$25,000-\$50,000 for a one year period. Groups may have the option of reapplying for continued support in subsequent years. Under this initiative, grant funds may NOT be applied to the provision of direct medical services for individuals, for capital campaigns or endowment funds.

Eligibility

- Nonprofit organizations with tax-exempt status under Section 501(c)(3) of the Internal Revenue Code
- Must be located in the Washington, D.C. Metropolitan area: District of Columbia, Prince George's and Montgomery Counties in Maryland, and Northern Virginia (City of Alexandria, Arlington, Fairfax, Loudoun and Prince William Counties) and doing work that directly benefits residents of this region. Priority will be given to those working in the District of Columbia and Prince George's County.
- National organizations, government agencies, schools and academic institutions may apply, but only through a true partnership with one or more community-based nonprofit organizations. In this case we encourage that the community-based nonprofit serve as the lead organization.

Evaluation

The Foundation is committed to evaluating its own work as well as working with its nonprofit partners to develop and implement evaluation plans for all funded projects. It is expected that all projects contain a strong evaluation component. Technical assistance will be offered to grantees in this area.

Proposal Guidelines

I. Cover sheet (one page)

- A. Name, address, telephone number, fax number and web address of organization
- B. Email address and telephone number of Executive Director and/or lead contact
- C. Organization's mission
- D. Summary of request
- E. Organization's budget (please specify fiscal year)
- F. Project budget, amount requested from Consumer Health Foundation, and period funding will cover
- G. History of support from Consumer Health Foundation if applicable

II. Narrative (up to five pages)

- A. Brief history of organization and description of major programs and key accomplishments
- B. Problem(s) or issue(s) to be addressed, what makes it a serious or compelling matter, and how consumers and/or residents were involved in identifying the issue
- C. Systemic or social change you are trying to achieve
- D. How the issue or problem would be addressed and why the proposal approach might succeed in ameliorating it -- if consumers and/or residents will be involved in trying to achieve the change, please describe their role
- E. Please attach logic model to show how your activities will lead to your desired outcomes
- F. Relevant qualifications of the applicant organization and its leaders for conducting the proposed effort
- G. Describe any key partnerships or alliances that will be critical in advancing the effort

III. Attachments

- A. Logic model
- B. A copy of your IRS tax-exempt determination letter
- C. Table (below) showing racial/ethnic and gender composition of organization's management, other staff and board members

Please provide number of people (not %)	Male	Female	White	African American	Latino	Asian/Pacific Islander	Other
Management staff							
Other staff							
Board of Directors							

IV. Finances

- A. Revenue and expense statements for previous and current year for both the organization and the project
- B. Projected budget for project and organization
- C. List of major institutional funders of the organization and project with corresponding amounts
- D. List of other possible sources of support with corresponding amounts and status of requests