Keeping Our Communities Healthy

*Mini Grants to Increase COVID-19 Vaccination Uptake*

2021 Request for Proposal
Proposal Deadline: October 1, 2021
About the Foundation

The Foundation for a Healthy Kentucky is a nonprofit organization with the mission to address the unmet health needs of Kentuckians by developing and influencing policy, improving access to care, reducing health risks and disparities, and promoting health equity. Since 2001, the Foundation has invested more than $29 million in health policy research, advocacy, educational forums, training, and grants across the Commonwealth.

Purpose of the Keeping Our Communities Healthy Mini Grants

Vaccines are one of the most important public health interventions, responsible for saving thousands of lives in the Commonwealth each year. Since the COVID-19 pandemic reached Kentucky, over 580,000 Kentuckians have contracted the disease and 7,776 have died. Thankfully, the COVID-19 vaccines were developed and have proven effective in keeping people from getting seriously ill, even if they do get COVID-19, and from spreading the virus that causes COVID-19. What is more, they protect the people around them, especially those at an increased risk for severe illness from COVID-19. These vaccines are critically important to keep our communities healthy and thriving. As the Centers for Disease Control and Prevention (CDC) has declared, COVID-19 vaccines are safe and effective:

- COVID-19 vaccines were developed using science that has been around for decades.
- COVID-19 vaccines are not experimental. They went through all the required stages of clinical trials. Extensive testing and monitoring have shown that these vaccines are safe and effective.
- COVID-19 vaccines have received and continue to undergo the most intensive safety monitoring in U.S. history. (Learn more: CDC Vaccine Effectiveness).

Even with the COVID-19 Delta variant, which causes more infections and spreads faster than earlier forms of the virus, vaccines reduce a person’s risk of contracting the virus and are highly effective at preventing hospitalizations and death. (Learn more: CDC Delta Variant).

The purpose of the Keeping Our Communities Healthy mini grants is to provide support to eligible nonprofit and governmental organizations working to increase COVID-19 vaccination uptake in counties with low vaccination rates.

Eligibility

The Keeping Our Communities Healthy mini grants are open to Kentucky based nonprofit and governmental organizations, such as local health departments, community-based organizations, community health centers, schools, libraries, faith centers, local civic groups and other local organizations working in Kentucky counties which have the lowest COVID-19 vaccination rates, under 35 percent. Eligible counties include:
Through the *Keeping Our Communities Healthy* mini grants the Foundation will be making rapid funds available to eligible organizations to adapt and expand existing approaches or create new approaches to engage communities in COVID-19 vaccine uptake. The Foundation plans to award approximately 10 grants of up to $2,000 each. Some examples of how the mini grant funds could be used include:

- Communicating about vaccine availability and education using local radio stations and media, social media platforms, signs, posters, educational videos, PSAs, etc.
- Training to trusted community members to conduct in person outreach to raise awareness about the vaccines and help individuals sign up for appointments.
- Support community health workers, Promotores, navigators, FRYSCs, Cooperative Extension agents, social workers and others who can include vaccine education and outreach as part of their work with community members.
- Identify people in the community who can perform bilingual health outreach for community members who are non-English speakers so they can get information they need to get a free vaccination.
- Schools can inform parents through their communication channels about the dates and places of COVID-19 vaccination events or on-going clinics and help parents register their child and themselves for a vaccination appointment.

For this initiative, the Foundation will not fund incentives paid or given to residents to take the vaccination. Incentives may be paid or given to those conducting outreach activities.

Per the Foundation’s grantmaking guidelines, the Foundation will not fund:

- Direct patient care
- Capital campaigns or requests for facility construction
- Overhead expenses except in limited amounts for specific projects
- Organizations that discriminate on the basis of race, gender, age, religion, national origin, sexual orientation, disability, military or marital status in hiring
- Expenses related to registered legislative agents for the purpose of lobbying
- Endowment funds
- Individuals
- Private, for-profit entities
- Religious organizations for religious purposes
- Political causes
- Retroactive expenses or deficit reduction or forgiveness
How to Apply

Please submit a letter (see template below), not to exceed 2 pages, on your organization or agency letter head that includes the following:

1. How the proposed activity or project will address COVID-19 vaccine confidence in your community through an increased understanding of and access to the vaccine.
2. A description of the target population and why this group is vaccine hesitant.
3. Project timeline – Describe key activities and/or milestones
4. Budget – Describe how funds will be used.
5. Primary contact person name, title, address, email, and telephone number.
6. Tax Identification Number for applicant organization OR the name of the fiscal agent organization (if different from applying organization), the fiscal agent’s Tax Identification Number and the name, title, address, email, and telephone of primary contact person.
7. Name and signature of the President, CEO, or Director of the organization or agency.

Letters must be received by **5:00 p.m. EST on October 1, 2021**. Please send the letter electronically with the Subject line: “Keeping Our Communities Healthy Mini Grant” to Mary Jo Shircliffe at mshircliffe@healthy-ky.org. An acknowledgement of the receipt of applicant letters will be sent via reply email within 48 hours. Errors in electronic transmission are not the responsibility of the Foundation. For questions, please contact Mary Jo Shircliffe – 502-238-2141 or email mshircliffe@healthy-ky.org.

Notification of Grants

Notification of grant awards will be sent via email to the primary contact for the applying organization or agency by **October 8, 2021**. Grant recipients will be asked to sign an agreement, submit a completed **W9 form** and commit to submitting a brief summary of the activities at the conclusion of the grant period.

The Foundation for a Healthy Kentucky reserves the right to modify the final grant amount and/or scope of service before a grant is accepted. Although the Foundation expects to make awards to up to 10 counties in this grant, the final total may vary.

Initiative Timeline

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
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<tbody>
<tr>
<td>RFP Release</td>
<td>September 10, 2021</td>
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<tr>
<td>Deadline for Receipt of applicant letters</td>
<td>October 1, 2021</td>
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<tr>
<td>Notification of Grants</td>
<td>October 8, 2021</td>
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<tr>
<td>Agreements signed, W9 collected</td>
<td>October 8-15, 2021</td>
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<tr>
<td>Funds released, grant period begins</td>
<td>October 15, 2021</td>
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<tr>
<td>Grant period ends</td>
<td>December 31, 2021</td>
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<tr>
<td>Brief summary due to foundation</td>
<td>January 31, 2021</td>
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</tbody>
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-----Applicant letter template on next page-----
Date

Foundation for a Healthy Kentucky
Keeping Our Communities Healthy Initiative
c/o Mary Jo Shircliffe – mshircliffe@healthy-ky.org

The (name of applying organization/agency) proposes to...

1. Describe how the proposed activity or project will address COVID-19 vaccine confidence in your community through an increased understanding of and access to the vaccine.

2. Describe the target population and why this group is vaccine hesitant.

3. Provide a project timeline:
   - Launch November 1, 2021
   - Key activity and/or milestone 1 – Date
   - Key activity and/or milestone 2 – Date
   - Key activity and/or milestone 2 – Date
   - Project end date – December 31, 2021

4. Describe what the funds will pay for.

5. Provide contact information (Name, Organization/Agency, Title, Address, Email and Telephone Number) for the primary contact for this project.

6. Provide the tax identification number for the organization/agency receiving the funds and the name and contact information (Name, Organization/Agency, Title, Address, Email and Telephone Number) for the person responsible for the administration of the grant funds if different from the primary contact.

Sincerely,

7. Signature of the President, CEO, or Director of the organization or agency.

Name of President, CEO, or Director of the applying organization/agency
Title