THANK YOU FOR JOINING
THE WEBINAR WILL BEGIN SHORTLY
Request for Applications (RFA) Informational Webinar

Potomac Health Foundation

January 5, 2021
Introductions

SUSIE LEE
Executive Director

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Senior Program Officer

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AGENDA

- Introductions & Welcome
- Foundation Background
- Request for Applications
- Process & Procedure
- Next Steps
- Questions & Answers
Important Notice

✓ Today’s webinar focuses exclusively on the **NEW** Request for Applications.

✓ Those organizations that currently have a large grant with us will be considered for continuation funding in a separate process.
Foundation Service Area

• Agencies are not required to be headquartered in the above communities, but their work must support/benefit persons in those communities.
PHF Background
Mission

To improve the health of the community by increasing access to health care for the medically underserved

Values

We value equitable access to health care. As such, we are a catalyst for ideas to improve access to health care for the medically underserved. Our work is informed by the lived experiences of our community members.
PHF Strategic Plan 2017-2020

Access to Health Care
Mental Health
Capacity building

Grantmaking – Convening – Technical Assistance
PHF Seeks Projects

1. ACCESS TO HEALTH
2. BEHAVIORAL HEALTH
3. CAPACITY BUILDING
4. COVID-19 RESPONSE AND ASSISTANCE
PHF’s Commitment to RFA

- Funding is project-based and should be considered as one-time only
- Grant year is July 1, 2021 – June 30, 2022
Reinforce access to primary health care for medically underserved residents in the age of COVID-19. This includes:

- Primary care, maternal and child health, dental, and medication
- Addressing equity issues in access to health care highlighted by the pandemic, including, but not limited to equitable distribution of any vaccine or treatment
- Addressing social and structural determinants of health such as equity, housing, technology access, food insecurity
- Advocacy and policy work that addresses systemic barriers to access to healthcare
BEHAVIORAL HEALTH

- Support the community through provision of behavioral health care services and public outreach and education about mental health issues, including trauma informed care.
- In addition, addressing the implications of COVID-19 on behavioral health issues in the community, as well as social distancing practices and challenges to accessing mental health or substance use services.
Priority will be given to one-time, one-off projects, including:

- Support projects that build the organizational capacity of non-profits including, but not limited to—strategic planning, board development, outside consultants, IT/technology.

- Duplicative program offerings recently funded by PHF (i.e. Catchafire) will not be considered.
• PHF sponsors the Catchafire capacity building service for nonprofit organizations
• Projects are short term: 1-hour to 50-hours each.
• Projects are flexible: can be completed virtually.
• Projects are well-structured: outcomes, project steps, and prerequisites are defined upfront.
COVID-19 RESPONSE AND ASSISTANCE

Provide support to non-profit organizations as needed due to the impact of the COVID-19 pandemic on operations or programming. This includes, but is not limited to:

- Keeping employees and consumers safe
- Food and essential services
- Support for childcare
- Eviction prevention
- Arts and cultural relief
Pertinent Information

✓ The minimum request is $25,000 and the maximum request amount is $250,000

✓ Agencies, especially those with other PHF grants, should consider IRS regulations regarding “tipping” and the public charity support test
Preference and Special Consideration for Submissions that are:

- Evidence based and culturally humble practices
- Using a racial equity lens in provision of services
- Highlighting the relationship between public health and social determinants of health
The Process

The Howard L. Greenhouse Large Grant program occurs in two steps:

1) Letter of Intent, due by 11:59 p.m. Tuesday, January 19th

2) Full Proposal (for invited LOIs) due by 11:59 p.m. Friday, April 16th
In addition to the types of Access to Health/Behavioral Health/Capacity Building projects sought, Potomac Health Foundation will favor:

- Show promise of significant impact in addressing identified issues
- Are clearly aligned with foundation priorities
- Demonstrate sound financial planning, including sustainability
- Are thoughtfully planned, organized and ready for implementation
- Complement efforts of other organizations and address current and emerging health issues.
Specifically, the following evaluation criteria will be considered throughout the due diligence process as the Foundation works to identify the requests to fund:

- Geographic service area
- Alignment with strategic priority area(s)
- Target population and filling critical needs
- Methods/activities and use of best practices
- Appropriateness of budget request
- Organizational ability
- Meets Board-approved grant guidelines
The Foundation excludes the following from funding consideration:

- Programs not directly related to health
- Sponsorships including fundraising events
- Direct support of individuals
- Programs designed to serve members of religious or sectarian organizations, exclusively
Excluded Purposes

The Foundation excludes the following from funding consideration:

- Programs currently served by other sources (if Foundation grant would supplant this funding)
- Retirement of debt
- Programs that do not or would not have other sources of revenue (i.e. PHF is the sole source of funding)
- Scientific research grants
- Indirect cost percentages
- Potomac Health Foundation cannot be the sole funder on any projects
Next Steps

PHF staff will be holding office hours on Thursday, January 7th, Friday, January 8th and Monday, January 11th

Choose your time using the link below:

• First come first served
• 30-minute Q&A slots
• Partner agencies presenting a project are encouraged to attend together
LOI Guidelines

The LOI will be completed in Foundant and will not exceed 1,850 characters. Sections include:

I. Agency profile
II. Project Information
III. Project Narrative
IV. Proposal Budget & Signatory Page
Foundant

https://www.grantinterface.com/Home/Logon?urlkey=potomac
# KEY DELIVERABLES AND EVENTS

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<tr>
<th>DELIVERABLE/EVENT</th>
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<td>Q&amp;A (Office Hours) with Staff</td>
<td>January 7\textsuperscript{th}, January 8\textsuperscript{th} and January 11\textsuperscript{th}</td>
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<tr>
<td>Letter of Intent Due</td>
<td>January 19\textsuperscript{th} by 11:59 p.m.</td>
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<td>LOI Applicants Notified</td>
<td>March 5\textsuperscript{th}</td>
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<td>How to Apply Proposal Workshop (if invited)</td>
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