

## SPECIAL OPPORTUNITY GRANTS

### I. Background

The New York State Health Foundation (NYSHealth) seeks to have impact on a limited number of strategic problem areas facing the New York health system through coordinated, targeted grantmaking initiatives. The Foundation also wishes to remain open to special opportunities to help organizations throughout New York State make a difference in improving the health of New Yorkers.

This solicitation invites organizations from around the state to request support for initiatives that fall outside of the Foundation's targeted grantmaking initiatives. Initiatives can address any topic that relates to the three broad mission areas of the NYSHealth:

- **Expanding health insurance coverage** to state residents who cannot afford to purchase their own coverage or whose coverage is inadequate.
- **Increasing access to high-quality health care services** for underserved people.
- **Improving public and community health** by educating New Yorkers about health issues and empowering communities to address them.

### II. Types of Projects Eligible for Funding

NYSHealth is interested in supporting special opportunities that represent a one-time chance for an organization or group of organizations to have a large impact on the health of a group of people or to significantly improve the state's health care system. NYSHealth is especially interested in non-traditional or pioneering ways of making a difference.

These special opportunities would not include:

- Ongoing support for organizations carrying out their missions or for marginal expansions in the ability to undertake their normal activities.
- Additionally, this solicitation would not consider initiatives that would be eligible for funding as part of one of the three targeted NYSHealth Request for Proposal solicitations that are described on the Foundation's web site. These RFPs solicit projects focused on 1) efforts to reduce costs of health care, 2) efforts to expand insurance coverage, and 3) efforts to improve diabetes control and management.

Some specific examples (but this is not meant to be an exhaustive set of possibilities) include:

- 1) A request for matching support that would allow an organization to raise a substantial amount of money from other funders to undertake a special project.

### DEADLINES:

#### APPLICATIONS DUE

- **June 15**
- or*
- **August 15**

#### OUTCOME NOTIFICATIONS

June Submission

- **October 1, 2007**

August Submission

- **December 3, 2007**

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- 2) A request to demonstrate a non-traditional or highly innovative idea in service delivery or health promotion that could have a sizable state-wide impact on health care quality, health care costs, healthy behavior or health outcomes.
- 3) A request for support from a group of organizations to work together to advance system-wide health improvements.
- 4) A request for support to develop the capacity for a non-traditional type of service or a new approach to service that could become self sustaining after start-up support.
- 5) A request from an organization that does not traditionally engage in health improvement projects but has a technology or an expertise from another field that could be applied to health sector challenges.

### III. Eligibility

NYSHealth will consider proposals from existing nonprofit (501[c][3]) and for-profit organizations with a significant presence in New York state. Applicant organizations must show that their proposed projects further the charitable mission of the New York State Health Foundation.

### IV. Deadlines and Scale of the Initiative

To be as timely as possible, the Foundation will have two deadlines for proposals that could receive funding in 2007: **June 15 and August 31**. Across the two cycles, the Foundation expects to award \$6 million in grants. Funding requests can range from \$10,000 to \$1,000,000 but it is expected that most grants will not exceed \$100,000.

### V. Review Process and Criteria

It is clear that there are many more organizations in New York State that could propose viable projects under this solicitation than it will be possible for the Foundation to fund. NYSHealth plans to convene a distinguished, diverse review panel to consider grants submitted under this RFP and it will use the criteria specified in this section to assess the proposals received.

Potential applicants should recognize that successful projects will likely involve very special opportunities where potential impacts are large and unusual. The review panel will recognize and consider the size of the potential impact in relationship to the needs and size of a community. Organizations serving small and rural communities are encouraged to advance proposals along with organizations working in urban areas and state-wide.

NYSHealth's review panel will consider the following factors as selection criteria:

- 1) The expected scale of the impact of the project on the health of New Yorkers or on the ability of the health care or public health system to deliver higher quality or more efficient services. For organizations working in small communities or serving specialized, small populations, the scale of impact of the project on the health of New Yorkers will be assessed relative to the size of the relevant population needing service or having a health-related problem.

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- 2) The likelihood that the project will accomplish its goals. When relevant, this would include the likelihood that the activities supported could be sustained after the grant period ends.
- 3) The experience, potential and readiness of the applicant organization as it affects its ability to undertake the initiative successfully.
- 4) The inclusion of vulnerable populations in the set of people to be affected by the initiative.
- 5) The clarity of the proposal in making the case that the initiative represents a special opportunity for Foundation funding.
- 6) The ability of the project to use this grant to leverage other potential funds to increase the scale of the initiative.

The Foundation's final choices also will reflect our commitment to fund organizations throughout the state working on a range of health-related issues. The final decisions about projects to fund will be made by the NYSHHealth Board of Directors.

### VI. Funding Restrictions

Under this request for proposals, the Foundation will not award funds for the following:

- Building, construction, or capital improvements
- Lobbying or political activities
- Fundraising activities or events
- Clinical research
- Meetings and conferences unless they are essential to a larger project
- Direct funding for medical or social services that are typically funded through other sources

### VII. Application Guidelines and Timeline

Proposals are to be submitted using NYSHHealth's online application system which is located on our Web site ([www.NYSHHealth.org](http://www.NYSHHealth.org)), on the Request for Proposals page. Applicants will be asked to supply the following information:

- **Organizational Information** – To include a description of the organization's purpose and activities. If the applicant is working in a unit or department of a much larger organization, please describe your unit or department only (including information about the larger organization only if it is relevant to the project).
- **Narrative Proposal** – This narrative is to be a maximum of 1,500 words divided between the following headings (it is the applicant's judgment how best to allocate the word maximum between these headings):
  - A brief statement of the problem the proposal addresses and how it relates to at least one of the Foundation's three mission areas
  - What the proposed project is expected to accomplish
  - How project activities would be carried out, including a timeline for activities

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- Any assessment or evaluation plans; that is, how the project's progress and impact would be measured
  - Evidence of the capability of the organization to carry out the project
- **Preliminary Budget** – All proposals must include a budget which should include the following items (these budget items will appear as fields in the online application):

### Salary Expenses

- Salaries – List annual salaries of all positions associated with the project and the percentage requested for this grant application.
- Fringe – Total percentage to any given salary and percentage annually.

### OTPS (Other Than Personnel Salaries)

- Professional Fees and Consultants
- Travel – Include room, board, transportation and other related costs.
- Supplies, Equipment & Materials – All the costs related to the production of project related goods and services.
- Other Project Expenses – Any project-related costs not captured in the line items above.
- **Indirect Costs** – 15% maximum of the total amount requested.
- **Total Budget Requested Amount**

### Timeline & Notification

1. Request for Proposals must be received no later than **5:00PM on June 15, 2007 or August 31, 2007.**
2. All applicants will be notified about the outcome of their proposal as follows:
  - June 15<sup>th</sup> Submission Notification – **September 28, 2007**
  - August 31<sup>st</sup> Submission Notification – **November 30, 2007**

### Inquiries

Inquiries about this Request for Proposals can be addressed to [SpecialOppsGrants@NYSHHealth.org](mailto:SpecialOppsGrants@NYSHHealth.org).

### Project Management

Kelly Hunt and Jacqueline Martinez, senior program directors, provide oversight, direction and assistance for this project. Jamalia Brashears, program associate, Mark Barreiro, grants and operations manager and George Suttles, National Urban Fellow/grants coordinator, also contribute to the direction of this project.