



Improving the state of  
New York's health.

March 2021

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# Request for Proposals

## 2021 Special Projects Fund

Applicants must submit an online proposal. The online application and instructions are posted in the [Apply for Funding section](#) of the NYSHealth website. Completed applications will be accepted on a rolling basis.

### I. About the Foundation

The New York State Health Foundation (NYSHealth) has a broad mission to improve the health of all New Yorkers, especially the most vulnerable. To achieve meaningful impact, the Foundation makes grants, informs health care policy and practice, and spreads effective programs that work to improve New York's health system.

### II. Background

Most of NYSHealth's efforts are concentrated on two priority areas: (1) [Healthy Food, Healthy Lives](#) and (2) [Empowering Health Care Consumers](#). NYSHealth also has a focus on [Veterans' Health](#). To ensure that we can also be flexible and responsive to other important opportunities, the Special Projects Fund supports projects that fit our mission but that are outside of our main priority and focus areas.

**Proposals that address any of our priority and focus areas as outlined above will NOT be accepted for consideration under the Special Projects Fund.**

All projects must have an impact on New Yorkers either at a local, regional, or statewide level. Special Projects Fund awards should be considered one-time, nonrenewable funding opportunities. Only in exceptional circumstances would NYSHealth consider making an additional grant for a project that has been previously funded.

Special Projects Fund grants are highly competitive. In past years, our resources have allowed us to support only 5% of the proposals that we receive.

See a list of our [past Special Projects Fund Recipients](#).

### Deadlines

[Online Inquiry Form](#)

April 21, 2021 at 1:00 p.m.

[Full Proposal](#) (*invited applicants only*):

June 17, 2021 at 1:00 p.m.

### III. Eligibility and Review Criteria

Projects are coordinated interventions over a specified period of time to achieve measurable results. Although projects that have impact within one organization or community are eligible, this RFP places emphasis on initiatives that have a large-scale regional or statewide impact on New York State's health system.

NYSHealth will consider proposals from existing nonprofit (501(c)(3)) and for-profit organizations with a significant ability to impact New York State. Applicant organizations must show that proposed projects further NYSHealth's mission.

Applicants must first submit a brief online inquiry form. After NYSHealth staff members review the online inquiry forms, they will advise applicants on whether to submit full proposals. For detailed guidelines, see the Special Projects Fund inquiry form instructions located in the [Apply for Funding section](#) of the NYSHealth website.

NYSHealth is committed to a fair and transparent proposal review process. Project applications are assessed by a panel comprising reviewers from across the State who possess a diverse set of expertise. Reviewers will use the eligibility criteria below as a guide when reading proposals.

#### Projects Eligible for Funding Should Include:

- A clear articulation of need and a focus on vulnerable populations.
- A clear articulation of opportunity, goals, timelines, objectives, and measurable outcomes.
- An effective plan for evaluating the measurable impact of the project based on the potential funding to be received.
- The experience, potential, and readiness of the applicant organization to complete the project successfully.
- A demonstration of how the project will be financially and programmatically sustainable after one-time grant support from NYSHealth (particularly relevant for projects that start new services). It is important to explain the business plan for sustaining the project.
- Strong potential for replication elsewhere in New York State or nationally.
- Information on how and why the initiative represents a special opportunity for NYSHealth funding.
- A degree of creativity or innovation.

### Projects Not Eligible for Funding:

- Projects that address any of our priority or focus areas: (1) [Healthy Food, Healthy Lives](#), (2) [Empowering Health Care Consumers](#), and (3) [Veterans' Health](#).
- Projects that involve funding of ongoing services or activities similar to the normal activities undertaken by an organization.
- Core support/organizational infrastructure. Core support includes baseline operating and administrative costs, board development, staff development unrelated to the project, recouping revenue losses, and fundraising activities.
- Projects that involve the purchase, installation, or upgrade of health information technology systems, including electronic medical records and other equipment.
- Projects that are biomedical research-oriented.
- Projects that focus on lobbying.
- Capital expenses (e.g., buildings, vehicles, rent).

## IV. Budget

Projects will be assessed for the appropriateness of budget as it relates to the proposed scope of work and timeline. Funding requests can range from \$50,000 to a maximum of \$300,000. Special Projects Fund grants are typically in the \$250,000 range. Funds requested must be commensurate with the work proposed.

## V. Application Process

Initial Inquiry: Prior to submitting a full proposal, Special Projects Fund applicants are required to complete an online inquiry form to determine whether their projects fit the funding criteria. The link to the online inquiry form and instructions are available in the [Apply for Funding section](#) of the NYSHealth website. For additional information about the Special Projects Fund and the application process, please consult our [FAQs](#). We also encourage you to read about previously funded projects in the Our Grantees section of the NYSHealth website.

*NOTE:* All updates and notifications will come from [noreply@salesforce.com](mailto:noreply@salesforce.com). Please make sure to check your junk/spam folders and edit your filters, as these e-mails often get redirected.

Programmatic questions should be e-mailed to [specialprojectsfund@nyshealth.org](mailto:specialprojectsfund@nyshealth.org).

Technical questions regarding the online application process should be e-mailed to Grants Assistant Keenen Willis at [willis@nyshealth.org](mailto:willis@nyshealth.org).