

# Frequently Asked Questions

## Advancing Healthy Food, Healthy Lives

### Deadlines

Online Inquiry Form:  
June 9, 2021 at 1:00 p.m.

Full Proposal (*invited applicants only*):  
August 25, 2021 at 1:00 p.m.

### Purpose of the Request for Proposals (RFP)

#### 1. What does NYSHealth aim to accomplish with the Advancing Healthy Food, Healthy Lives RFP?

Through this RFP, NYSHealth seeks to gain a wider understanding of the food issues impacting all regions of the State and learn more about the variety of unique, innovative programs and organizations working to address these issues. All funded projects must have a statewide or regional impact, or have the potential for replication beyond the local level. Competitive projects will be committed to improving racial and health equity in New York's food system.

### Project Eligibility: What NYSHealth Does and Does Not Support

#### 1. What types of organizations may apply?

Applicant organizations must be based in New York State to be eligible for funding. Eligible organizations include:

- Nonprofit organizations
- Government agencies
- Academic institutions
- For-profit organizations

Individuals are not eligible to apply.

#### 2. If my organization has received a grant from NYSHealth in the past or is a current grantee of the Foundation, are we eligible to apply?

Yes.

### **3. Can my organization apply for more than one project?**

Yes. However, NYSHealth will not fund more than one project per organization through this RFP.

### **4. What types of projects are ineligible for funding?**

Although NYSHealth recognizes that there are many facets to the food system and related interventions, which are intricately linked, we are only able to fund projects at the intersection of health and food. Therefore, projects related to the following activities will not be eligible for funding:

- Climate change/ecology
- Labor issues related to farmers/food chain workers
- Infrastructure
- Land use/farm preservation

#### **In addition, the following activities will not be eligible for funding:**

- General operations/projects that involve funding of ongoing services or activities similar to the normal activities undertaken by an organization.
- Capital expenses (e.g., construction/renovation, building materials, vehicles, rent). Materials and supplies (e.g. freezers, storage, food) are eligible under some circumstances, but costs cannot account for a major portion of the total budget.
- Lobbying.

### **5. Does NYSHealth support education/communications campaigns?**

Yes, NYSHealth will consider public or targeted education/communications campaigns, especially related to policy and advocacy or as part of a campaign to boost enrollment in SNAP or WIC, for example. However, the proposed campaign must be a component of a broader project; for example, a project budget solely made up of costs for a public service announcement would not be competitive.

### **6. Does NYSHealth support research?**

NYSHealth will not support medical or biomedical research. Certain research topics will be considered in cases where an analytical topic is timely, focused on a New York-specific issue, and could lead to

policy or systems change.

## Developing and Submitting an Application

### 1. How much money can I apply for?

Projects will be assessed for the appropriateness of budget to the proposed scope of work and timeline. The amount of funds requested must be commensurate with the work proposed. Applicants may apply for a grant of up to \$300,000. Budget will be an important factor in selecting the most competitive proposals. We anticipate that grants made in the top tier of support will be for statewide, multiyear projects that have regional or statewide impact.

### 2. What is the expected time frame for projects?

Project durations will range from 12–24 months. Some competitive projects can be completed more quickly and result in impact sooner than others. Larger-scale projects (e.g., policy change) may take longer to complete.

### 3. How important is sustainability of my project?

Very important. Many proposals are turned down because no apparent means exist to continue the project after NYSHealth grant funding has ended. Stating that you would seek additional grants from other funders is not an adequate sustainability plan. It is critical to explain the business plan (a thoughtful and viable strategy) for keeping the project going after the grant period concludes. Please refer to this [NYSHealth-supported sustainability toolkit](#) for helpful resources and tools.

### 4. Are letters of support suggested to demonstrate the strength of sustainability plans?

Letters of support are optional and may be submitted only if you have been invited to submit a full proposal. Letters of support cannot be included with the online inquiry form.

### 5. Can I add attachments to my online inquiry form?

No. All information must be submitted in the online inquiry form fields.

### 6. What makes for an effective evaluation plan and what should I include in my evaluation?

You are not required to include evaluation plan information in your inquiry form; however, it will be required if you are invited to submit a full proposal. Most successful grant proposals to the Foundation

include an evaluation plan to assess whether the project has achieved its stated goals and to measure its impact. There is no one exact blueprint for a program evaluation; some are simple and, by design, some projects will require a more in-depth evaluation. Please refer to [these guidelines](#) for helpful resources and tools for designing and implementing a program evaluation.

### **7. What does “test” and “scale” a program mean?**

There are many programs operating throughout the State that increase access to healthy, culturally appropriate, and affordable food. NYHealth is interested in projects that propose to implement innovative programs at the local level, but can demonstrate pathways to replicate them in additional communities, regionally or statewide.

### **8. Should I add references or bibliographic information? If so, where?**

You are not required to include references in the online inquiry form or your full proposal; however, applicants will be expected to provide references if asked by Foundation staff. If you would like to include references, please include them in the body of the online inquiry form or full proposal.

## **Examples of Previous Projects**

### **1. Could you provide some examples of projects that could potentially be funded under this RFP?**

Please [see here](#) for projects that have received grant funding, as well as [projects](#) funded through our previous Building Healthy Communities priority area.

## **Application Review Process**

### **1. What are the deadlines for submitting an online inquiry form and a full proposal?**

The Advancing Healthy Food, Healthy Lives online inquiry form is due June 9th at 1:00 p.m. For invited applicants, the full proposal will be due August 25th at 1:00 p.m.

### **2. Can I receive advice from NYHealth staff members about my project idea before I submit a proposal?**

Yes. Please e-mail [HFHLRFP@nyshealth.org](mailto:HFHLRFP@nyshealth.org) with any programmatic questions prior to the online inquiry form due date. Please note that because of the large number of applicants, questions asked very close to the due date may not be answered in time.

### **3 Should I apply early?**

Inquiries will not be reviewed on a rolling basis, so early submission does not provide an advantage. However, we do encourage reaching out to Foundation staff at [HFHLRFP@nyshealth.org](mailto:HFHLRFP@nyshealth.org) early in the process, should you have programmatic questions.

### **4. I've just submitted my online inquiry form. When can I expect to hear back from the Foundation?**

All applicants will be notified of the status of their application by the end of July 2021.

### **5. How does NYSHealth review inquiry forms and make decisions about which applicants are invited to submit a full proposal?**

Inquiry forms are all reviewed internally by Foundation staff, who then invite selected applicants to submit a full proposal for review. Selected applicants will be e-mailed specific submission instructions for full proposals.

Full grant applications are assessed by a panel comprising reviewers from across the State who possess a diverse set of expertise. External reviewers evaluate proposals using the criteria specified in the RFP. Reviewers and the Board of Directors consider several factors when selecting grantees, including but not limited to geographic balance, proposed grant budget, and scalability and replicability of proposed project.

### **6. Where can I find the application for the full proposal?**

Only applicants invited to submit a full proposal will receive the full proposal application via e-mail.