The mission of the Greater Rochester Health Foundation (Health Foundation) is to pursue and invest in solutions that build a healthier region where all people can thrive. Our mission reflects our view of health, following the World Health Organization's definition, as “a state of complete physical, mental, and social well-being and not merely the absence of disease or infirmity.” Our mission also speaks to our primary organizational value of equity: to achieve justice and fairness in health resources and outcomes, we seek to disrupt the conditions that result in racial and other health inequities in our nine-county region.

We define health inequities as differences or disparities in health status between socially advantaged and disadvantaged/marginalized groups resulting from systematic and unfair access and availability of resources and opportunities – which in turn harmfully affects all areas of health. Factors driving health inequities within our communities include, but are not limited to: structural racism, discrimination, generational poverty, neighborhood segregation, and unequal access to economic opportunities, high quality education, nutritious food, and culturally responsive care.

The COVID-19 pandemic and violence against people of color have further revealed the depth of these inequities, yet our response as a region can present a path forward in collective action to invest in community health and combat injustice.

**WHAT WE SEEK TO DO**

Many of you have partnered with us on our Community Health and Opportunity Grants. In place of those offerings in 2020, we are broadening our Responsive Grant opportunities to address unmet needs within populations, such as communities of color/indigenous communities, children and adults impacted by poverty, persons with disabilities, LGBTQIA persons, rural residents, immigrants/refugees and older adults.

Through a new **Call for Ideas**, we are looking to advance our investment in innovative, partnered work that reimagines systems, programs, and services to disrupt inequities and rebuild stronger, healthier communities.

We understand that only 20% of health occurs in the medical setting. The other 80% is influenced, often negatively, by systems and policies that create inequities, neighborhoods that lack needed resources, and power imbalances that prevent communities from having control of their own health.

We also know that there are leaders and community members working on the ground to achieve change in these areas, but many are untapped and/or under-resourced. Together, we can change that!

**OUR FOCUS**

The Health Foundation looks to partner with communities and organizations to address identified community health needs. We are guided in this work by the following goals:

- Respond to the needs of organizations providing vital services and support the path to rebuilding during this time of unprecedented strain on organizations which support populations and communities impacted by health inequities.
- Support communities to address their self-identified priority health needs and implement co-created solutions that address health-inequities through changes in systems, practices, and services.
- Ensure client/consumer/resident voices are part of the planning and on-going implementation process of supported projects (meeting a need vs. a program in search of clients).
- Support innovative ideas and projects that have clear objectives, are intentional about learning from the work, and have the flexibility to adjust to changes.
- Share what we and our partners are learning from supported projects to promote synergy and collaboration.
2020 Responsive Grants - Call for Ideas: Now Accepting Proposals

WHAT WILL WE FUND?
Projects, programs/services, advocacy, and general operational needs to support historically marginalized communities and ones impacted by health inequities such as: Communities of color/indigenous communities, children and adults impacted by poverty, persons with disabilities, LGBTQIA persons, rural communities, immigrants/refugees and older adults.

*Please note that these are examples and not an exhaustive list.

WHO MAY APPLY?
We are committed to partnering with a broad representation of organizations/entities of all types and sizes (human service agency, faith-community, government agency, educational institution, civic organization etc. *Please note that this is not an exhaustive list.

Applicants must be a non-profit located (or providing service in) one of the nine counties in our area of service: Genesee, Livingston, Monroe, Ontario, Orleans, Seneca, Wayne, Wyoming, and Yates.

Current and past grantees are eligible to apply.

OUR NEW PROCESS
The feedback provided from the 2019 Opportunity Grants cycle and from numerous listening sessions was deeply appreciated; We heard you and have worked to incorporate your ideas to improve our process.

We acknowledge the often-burdened schedules and competing priorities that many of our partners face. We are piloting a new design to balance opportunity and demands on time. The 2020 Responsive Grants: Call for Idea proposals will have an open/on-going submission process (meaning there is no end date to send us your idea).

The submission process will take place in two stages: Idea Proposal, followed by Full Proposal. The Idea Proposal that provides a brief (no more than four (4)-page, double spaced) overview of the idea, issue or need. All submissions will be reviewed, and selected organizations will then be invited to participate in Stage Two, where organizations will be asked to provide additional details and planning information in a Full Proposal. Awards are anticipated to be $25,000 to $500,000 over a one- (1) to five- (5) year period.

GUIDANCE TO SUBMIT CALL FOR IDEAS
Please answer all six (6) questions below within your document.

➢ Formatting: Four (4) pages double-spaced or two (2) pages single-spaced with 12 pt. font. We are asking you to limit pages in our attempt to increase access for more organizations and lessen the amount of effort it takes to initially share your idea with us.

➢ Email completed cover page with Idea Proposal as a Word document or PDF attachment to: ideas@thegrhf.org.

Contact information: If you have any questions, please feel free to contact Monica Brown, senior program officer at (585) 258-1710 or via email at ideas@thegrhf.org. For more information about the Health Foundation, please visit www.thegrhf.org.
2020 Responsive Grants - Call for Ideas: Now Accepting Proposals

*Please note, organizations whose Idea Proposals are selected will move to Stage Two, which involves submitting additional details and planning information in the form of a Full Proposal.

IDEA PROPOSAL

Please provide the following organization and contact information on a cover page. If your organization has ever applied for a grant from the Health Foundation, you do not need to include your address or EIN on the cover page. (*The cover page does not count towards your page limit*).

Cover page elements should include:

- Organization Information:
  - Organization name
  - Organization address
  - EIN
  - Website/social media pages
- Project Information:
  - Project title
  - Estimated start and end date
  - Counties served
  - Amount requested
- Contact information:
  - Project director name, title, email address and phone number
  - CEO/executive director name, title, email address and phone number

Idea Proposal narrative: “What is the wrong you intend to right?”

Please note that you do not have to type out the questions or answer the questions in order, but we ask that you address all the components of the questions within your document.

1. In a few short sentences, please provide a brief overview of your idea and its intended impact, including:
   a) The health inequity related issue and/or need you intend to address.
   b) The goal of the work—what you’re aiming to change or improve? (What will be different?)
   c) The people and/or communities intended to benefit.

2. Fully describe the idea: Please include details that describe the health inequity, the need for the idea/solution and how you know it is a good approach. What do you expect to change and/or be different?

Contact information: If you have any questions, please feel free to contact Monica Brown, senior program officer at (585) 258-1710 or via email at ideas@thegrhf.org. For more information about the Health Foundation, please visit www.thegrhf.org.
3. How have you included the people you seek to serve or benefit in gauging interest and developing your idea? How will you continue to engage them (e.g., in decision making, delivery, assessment, etc.)?

4. How will your proposed idea promote equitable health-related access, services, resources, or outcomes for historically marginalized populations/communities? Additionally, please tell us about any efforts to advance equity, diversity, and inclusion within your organization.

5. Why is your organization effectively positioned to implement this idea? In what ways have you worked with the population or within the community your idea highlights? Please tell us about any partnerships involved in or planned for this work.

6. What is the estimated amount needed and duration of grant support you are looking for from the Health Foundation? (We want to know if the project is one year, three years, etc., and the estimated total budget you are requesting from the Health Foundation. You do not need to provide budget details, just the full anticipated amount).

HAVE QUESTIONS?

We are available to answer any questions you may have and/or provide guidance on your idea and how it aligns with our goals. We welcome and encourage you to contact senior program officer Monica Brown at (585) 258-1710, or via email at ideas@thegrhf.org to discuss your ideas before submitting your Idea Proposal. In addition, two live question-and-answer webinars will be provided (but are not mandatory). All information, including webinar recordings will be available at theGRHF.org.

- 11 a.m. to noon, Wednesday, August 26, 2020 – Register [here](#)
- 2 to 3 p.m., Friday, September 25, 2020 – Register [here](#)

IMPORTANT DATES & ACTIVITIES:

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>August 13, 2020</td>
<td>Call for Idea Proposals opens!</td>
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<tr>
<td>September 4, 2020</td>
<td>Although you may send in your Idea Proposal at any time, there are fixed decision points regarding grant awards. We encourage you to submit promptly, as we will review Idea Proposals as they come in. To be considered for October 2020 determination you must submit your Idea Proposal by Friday, September 4, 2020. To be considered for January 2021 determination, you must submit your Idea Proposal by Friday, October 30, 2020.</td>
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<tr>
<td>October 30, 2020</td>
<td>Grant award disbursements</td>
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<td>November 2020</td>
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<td>February 2021</td>
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