



FLOURISH Community Mobilization & Innovation Application

FLOURISH St. Louis, a **collective impact** initiative powered by Generate Health, works to eliminate **racial disparities** in infant mortality by 2033. Infant mortality is the number of babies who die before their first birthday. Black babies are 3 times more likely to die before the age of 1 than White babies. In St. Louis, the number of Black babies who die each year would fill 8 kindergarten classrooms. When we achieve our vision, 81 more Black babies will celebrate their first birthday every year and our community will be a place where all families can flourish. We are bringing together people and organizations from all parts of our region to fix the systems that impact the health of Black families.

What is Community Mobilization & Innovation?

FLOURISH understands that community participation is an important part of the work to eliminate racial disparities in infant mortality. It has been determined that it is not enough to include the community in the work, but a model must be created where community leads the work. Part of moving to a community-led model is empowering the community to take action in addressing opportunities in their own neighborhoods. This funding opportunity was developed to be grassroots in nature. It is reserved for community groups to implement new and existing community engagement efforts that promote maternal and infant **vitality**, provide social support and healing, and/or build community in priority zip codes where infant mortality is at its worst.

Total Community Mobilization & Innovation Funds: \$200,000

There will be two (2) Community Mobilization & Innovation Request for Proposal (RFP) grant cycles during 2019, each awarding up to \$100,000 total to potential funded partners. We expect grant requests to range between **\$1,000 and \$10,000**. Successful applicants of the first cycle will be notified in August with funding beginning in September. Funded partners will have one (1) year to complete their work with the awarded funds. **Applications will be accepted June 14, 2019 through July 12, 2019 for the first grant cycle and funding will begin September 1, 2019.** We anticipate the second grant cycle to open September/October 2019.

Eligibility Requirements

Applicants must meet the following requirements:

- The target population served must be located within one or more of the priority zip codes: 63104, 63106, 63107, 63111, 63112, 63113, 63115, 63118, 63120, 63121, 63133, 63135, 63136, 63140, 63144, and 63147;
- Must be registered to conduct business and in good standing with the state of Missouri as a non-profit **501(c)(3)** organization or have a **fiscal sponsor**. A fiscal sponsor is a non-profit organization with 501(c)(3) designation that performs administrative management and oversight including contract management and monitoring, financial oversight, and funds distribution in the interest of a group that is not registered as a 501(c)(3) organization. ***If applicants are not registered as a 501(c)(3), they must apply with a fiscal sponsor that is in good standing with the state of Missouri;***



- Must not discriminate on the basis of race, color, sex, religion, national origin, age, disability, sexual orientation, gender identity or veteran status either through employment practices or policies and procedures concerning access to services.

Note: If funded, the fiscal sponsor and applicant group will be responsible for all terms and conditions of the Grant Award Agreement for the duration of the grant. For purposes of the grant application, financial information is required from both the applicant and the fiscal sponsor.

FLOURISH requires that all funded partners will:

- Use all grant funds for the **project** for which they have been requested
- Use racial equity as the focus of the work to promote maternal and infant vitality, provide social support and healing, and/or build community in a priority zip code(s)
- Adhere to the project evaluation requirements and provide the necessary information for timely reporting. See page 3 for more details
- Include FLOURISH and Generate Health branding to all marketing and communications used for the project being funded

Funded partners can expect FLOURISH to:

- Provide technical assistance during the application and evaluation process
- Provide referrals to consultants that can assist your group with detailed aspects of your project work (ex. marketing, web design, event planning, organizing, etc.)
- Include your group in FLOURISH's network of community partners

Review Criteria

A FLOURISH Review Committee comprised of community members and professionals with prior grant-making experience will review all completed applications. Applications will be selected based upon eligibility, availability of funding, how well the proposed project aligns with the purpose of Community Mobilization and Innovation, and how well applicants respond to the following criteria outlined in the Application Requirements section:

- Proposal Summary (15 points)
- Group Background (6 points)
- Project Detail (25 points)
- Community Mobilization & Innovation **Project Budget** Request (4 points)

Total points possible = 50

Project Evaluation Process

Once a grant is awarded, grantees will be expected to attend one evaluation training. After the evaluation training is completed, each grantee will sign up for technical assistance to develop evaluation plans for their project. Grantee technical assistance will be provided the months of August and September. Each session will last one hour. Date and time will be agreed upon between the grantee and

Words in **bold italics** are defined in the glossary



the technical assistance provider. More information can be found on the FLOURISH website: flourishstlouis.org/funds.

Throughout the grant year, each grantee will complete one-hour of technical assistance each quarter. The purpose of this technical assistance is to help funded partners with data collection and tracking, final evaluation design, and addressing any questions regarding their approved project. Date and time will be agreed upon between the grantee and the technical assistance provider. Grantees will sign up for technical assistance in:

- November 2019
- February 2020
- May 2020
- August 2020

At the end of the project, all final evaluation components will be submitted to Generate Health. This submission must take place no later than September 25th, 2020.

How to Apply

Applications will be accepted beginning June 14, 2019, with a deadline of July 12, 2019 at 11:59pm (Central Time). FLOURISH will hold informational sessions in St. Louis City and St. Louis County for interested applicants throughout the application period. Dates and locations for informational sessions can be found on the FLOURISH website.

To start a new online application or to return to an online application in progress visit this link: <https://flourishstlouis.org/mfh>

If you wish to submit a paper application, all requirements listed below must be either typed or clearly handwritten. Please follow the application checklist below to make sure that all requirements are included in the packet. Completed application packets should be postmarked by July 8th and mailed to the following address:

Attn: Brian Washington Generate Health STL 1300 Hampton Avenue, Suite 111 St. Louis, MO 63139
--

FLOURISH Grant Funding Request Proposal Format

Application Requirements

Applications that do not contain all of the required documentation or are not in the correct format will not be reviewed unless prior approval has been obtained from Generate Health's Manager of Planning and Partnerships. **Incomplete applications will not be reviewed.**

- All responses must be uploaded as double-spaced typed or handwritten attachments
- Typed responses should be in 11-point Calibri or Times New Roman font
- Responses should not exceed 3.5 pages

Words in ***bold italics*** are defined in the glossary



- Attachments must be submitted in Word, Excel, JPEG, or Adobe PDF formats
- Please do not include any materials other than those specifically requested at this time

☐ **Cover Sheet:** Complete the cover sheet: flourishstlouis.org/cover-sheet

☐ **Application Narrative:** This should include the Project Summary, Group Background, and Project Detail. All three pieces will need to be on the same attachment but separated by headings.

1. **Proposal Summary (15 points):** one page maximum. Please summarize in a short paragraph the purpose of your group. Briefly, yet clearly, explain why your group is requesting this grant, how the **program** addresses racial equity, what **outcomes** you hope to achieve, and how you will spend the funds if a grant is awarded.
2. **Group Background (10 points):** one-half page maximum. Tell us about your group, addressing each of the following:
 - a) When did your group begin?
 - b) Why did your group form?
 - c) What is the mission or goal of your group?
3. **Project Detail (25 points total):** two pages maximum. Provide detail on your proposed project, who it will benefit, how you plan to carry it out, and what impact you intend to make.
 - a) **Proposed Project (10 points)** – Tell us about your project:
 - What do you want to do to help Black moms, babies, and families?
 - What zip code(s) will your project impact?
 - Who will benefit from this project and how?
 - Has your group done a project like this before? If so, was it successful? Why or why not?
 - b) **Project Impact (10 points)** – What impact will this project make:
 - How will your project promote maternal and infant vitality, provide social support and healing, and/or build community?
 - What would success look like for you with this project?
 - c) **Partners and Staff (5 points)** – Who will be involved in the project:
 - List any organizations or groups that will contribute to your project and explain how they will contribute to the success of your project.
 - How many staff members will be assisting in this project? How many volunteers?

☐ **Project Budget Spreadsheet (4 points):** Budget spreadsheets must be submitted using the provided budget format. Provide the expected necessary expense for each item in your project budget. Access the budget template at flourishstlouis.org/budget-template.



Financial Documents: Please label all attachments to correspond to the bold-faced, capitalized items below. If your group **does not** have the items below, it must upload a brief explanation as to why for each document. If using a fiscal sponsor, applicants can either request these documents from the sponsor or complete the application with the sponsor. Please provide the dates that each document covers.

- ☐ **Annual Budget:** Provide your or the fiscal sponsor's annual budget for the current year. Income and expenses should be aligned side by side on the same page.
- ☐ **Most Recent IRS Form 990 or Audit Report:** Provide your or the fiscal sponsor's most recent IRS Form 990 or audit report.

For Questions and/or Issues

If you have questions about the goals or content of this RFP please contact Brian Washington, Manager of Planning and Partnerships at (314) 882-5706 or bwashington@generatehealthstl.org.

Questions related to the project budget may be directed to Frank Rybak, **Grants** Manager, at (314) 345-5561 or frybak@mffh.org.

For more information on the online application system, [click here](#), or contact Jenny Minelli, Program Assistant, at jminelli@mffh.org or (314) 345-5531.



GLOSSARY OF TERMS

501(c)(3) – The portion of the US Internal Revenue Code that allows for federal tax exemption of non-profit organizations, specifically those that are considered public charities, private foundations or private operating foundations.

Collective Impact – The commitment of a group of organizations and individuals from different sectors to a common agenda for solving a specific social problem, using a structured form of partnership. The concept of collective impact depends on the idea that in order for organizations to create lasting solutions to social problems on a large-scale, they need to coordinate their efforts and work together around a clearly defined goal.

Fiscal Sponsor – An organization that is recognized by the state as a 501(c)(3) non-profit and is in good standing. This organization acts in the interest of another party performing various financial duties.

Grants – Generally an allocation from foundations, corporations, or government for special projects or general operating. May be multi-year or annual.

Outcomes – The changes in (or benefits achieved by) clients due to their participation in program activities. This may include changes to participants' knowledge, skills, values, behavior, or condition of status.

Program – An organized set of services designed to achieve specific outcomes for a specified population that will continue beyond the grant period.

Project – A planned undertaking or organized set of services designed to achieve specific outcomes that begins and ends within the grant period. (A successful project may become an ongoing program.)

Project Budget – An estimate of income and expenditure for a set period of time for a project.

Racial Disparities – A difference in how racial groups experience something due to the discrimination of one race. This unequal treatment creates a gap in health outcomes.

Vitality – The state of being strong and active.