



**United Way  
of Broome County**



# HEALTHY LIFESTYLES COALITION (HLC) GRANT PROGRAM REQUEST FOR PROPOSALS (RFP)

PROGRAM YEAR JULY 1, 2019 - JUNE 30, 2020

## RFP Release Schedule

***RFP Announcement:***

Thursday, November 1, 2018

***Letter of Intent Due Date:***

Friday, November 16, 2018

***Public Information Session:***

Thursday, November 8, 2018

2:00 - 3:30PM

101 S. Jensen Road

Vestal, NY 13850

***Proposals Due:***

Friday, January 11, 2019 3:00PM

---

Paula Perna, Director of Community Initiatives and Planning  
United Way of Broome County  
[pperma@uwbroome.org](mailto:pperma@uwbroome.org) | (607)240-2014

## TABLE OF CONTENTS

<b>Introduction</b> .....	3
<b>Common Agenda</b> .....	4
Mission.....	4
Vision.....	4
Guiding Principles .....	4
Objectives .....	4
Goal.....	4
<b>Objectives</b> .....	5-8
Objective 1 .....	5
Objective 2 .....	6
Objective 3 .....	7
Objective 4 .....	8
<b>Application Requirements</b> .....	9
Eligibility.....	9
Funding Period.....	9
Submitting a Proposal.....	9
<b>Application Questions</b> .....	10-11
<b>Funding Process</b> .....	12
Evaluation & Selection Process.....	12
Investment Timeline .....	12
Public Information Meeting.....	12
<b>Appendix A: Evaluation and Measurement</b> .....	13-14

## INTRODUCTION

The Healthy Lifestyles Coalition (HLC) began in late 2012 through a grant awarded by the Conrad and Virginia Klee Foundation. In 2017, United Way of Broome County began funding the program as a signature Collective Impact Initiative (learn more about Collective Impact at [collectiveimpactforum.org](http://collectiveimpactforum.org)). This framework involves a dynamic and collaborative set of partnerships with other agencies to achieve a shared goal. The HLC and its partners understand and recognize that without engaged community members and agencies working together, real changes are not sustainable. The HLC's long term goal is to reduce the prevalence of obesity in Broome County by empowering neighborhood residents to adopt healthy lifestyles and achieve positive health outcomes.

The HLC is seeking proposals for programming that will advocate and encourage the adoption of healthy lifestyle behaviors. The most successful proposals will include dynamic, creative and data driven interventions that promote physical activity and socialization, create a safe and clean environment and programs that support the social, emotional and mental health of all youth, individuals and families.

The HLC is particularly interested in those programs that integrate diverse resources, committed to shared learning and outcomes to influence the social, cultural, and structural forces that hold complex problems in place. These collaborative, coordinated efforts guide our approach to Community Impact, by bringing together organizations, people and resources to focus on the critical issues in Broome County. Additional weighting will be given to those organizations that demonstrate collaborative efforts in their proposals.

Organizations that provide programs and/or services throughout Broome County can apply as long as the services are primarily benefiting the North and East Side of Binghamton residents. The catchment area on the North and East Side of Binghamton was chosen for this project because the students in this area were shown to have the highest obesity rates in the City of Binghamton. Baseline data collected for this project showed that 74.2% of those surveyed were overweight or obese as opposed to 67.7% of people in a comparison school district. This neighborhood was also selected because it qualifies as a "food desert." It is an area where it is difficult to buy affordable or quality fresh foods and where more than 70% of people live over a mile from a grocery store. The American Community Survey estimates that 40.1% of the North and East Side of Binghamton catchment area is below the poverty level, including 48.8% of children younger than 18.

All of these reasons, coupled with the limited access to physical activity opportunities in these neighborhoods, make this target area the ideal choice for the HLC. The following pages include details on the objectives of the HLC Grant Program, as well as HLC's shared Common Agenda that should guide all activities and information on evaluation and measurement. Funding through this grant program will be distributed, beginning with the fiscal year July 1, 2019 – June 30, 2020.

## HEALTHY LIFESTYLES COALITION COMMON AGENDA

### MISSION

The HLC is a community collaboration that empowers neighborhood residents to adopt healthy lifestyles and achieve positive health outcomes.

### VISION

Engaged and empowered communities that foster healthy environments, healthy relationships and healthy people.

### GUIDING PRINCIPLES

Physical environment is safe, clean, and promotes physical activity and socialization.

All residents feel connected regardless of geography or generation.

All residents are healthy in mind, body, and spirit.

### OBJECTIVES

1. Advocate for the adoption of healthy lifestyle behaviors, through the creation of structural supports, environmental changes, and/or policy initiatives.
2. Support the social, emotional and mental health of all youth, individuals, and families
3. Increase access to and participation in physical activity opportunities for youth, individuals and families.
4. Increase access to and consumption of healthy foods and beverages for youth, individuals and families.

### GOAL

To assist with reducing obesity and associated long-term risks for chronic disease in our community; through the promotion of targeted, multi-level interventions that improve habits and behaviors related to healthy lifestyles.

## OBJECTIVES

All funded programs must meet at least one of the four objectives below:

### *Objective 1:*

*Advocate and encourage the adoption of healthy lifestyle behaviors through the creation of **structural supports, environmental changes, and/or policy initiatives.***

### WHY IT MATTERS

Healthy lifestyles can be effectively addressed by adopting a holistic approach and empowering individuals and communities to take action for their health, creating environmental changes to support healthy lifestyles and promoting action to build healthy public policies in all sectors. The policies, systems, and environments in communities, schools, workplaces, parks, transportation systems, faith-based organizations, and healthcare settings can significantly shape lives and health. Access to affordable fruits and vegetables, the design of sidewalks and bike lanes within communities, and advocating and encouraging the adoption of healthy behaviors can directly increase the likelihood that people can eat healthy and nutritious food, walk to school or work, and live in communities that make healthy choices easy, safe, and affordable. This can have a positive impact on the way people live, learn, work, and succeed. Partnerships with community leaders in non-profits, education, government, and business are essential in creating sustainable change to reduce the burden of chronic disease and increase the adoption of healthy lifestyle behaviors. This RFP will support programs that help to change the structural and environmental challenges in the community and promote public policy change.

### Projects may include but are not limited to:

- Promoting changes in institutional and environmental policies that promote energy balance.
- Supporting community/neighborhood beautification efforts.
- Providing complete streets design projects that allow for safe access for all users, including pedestrians, bicyclists, motorists and transit riders of all ages and abilities.
- Advocating for supportive policies to include the articulation of a school improvement goal that focuses on children's social and emotional development. Such school-level policies ensure that addressing children's social and emotional outcomes receives similar attention as does math and reading.
- Providing incentives to food retailers to locate in and/or offer healthier food and beverage choices in underserved areas/food deserts.
- Promoting projects specific to nutrition and/or food access, equity, or security that could influence policy change.

## *Objective 2:*

### *Support the **social, emotional and mental health** of all youth, individuals, and families*

#### WHY IT MATTERS

Social relationships, both in quantity and quality, affect mental health, health behavior, physical health, and emotional well-being. Studies show that social relationships have short- and long-term effects on health, for better and for worse, and that these effects emerge in childhood and cascade throughout life to foster cumulative advantage or disadvantage in health.

Stable, secure and nurturing relationships are a core component of healthy development. Parents who have effective parenting skills and have the capacity to provide for their children's physical and emotional needs build the foundation for healthy and prepared children.

A child's development is shaped by a number of factors including, genetics, relationships, socioeconomics, and, early childhood experiences. Children who are healthy and successful socially and emotionally have a greater chance of becoming economically productive and engaged citizens. Optimal results start with planned, healthy births to individuals who are prepared for parenthood and continue with children's positive social and emotional development, safety, physical health, and cognitive growth. Individuals need to feel connected and have a sense of pride and place in their community. Connecting neighborhoods through community events and activities, and providing safe spaces for relationship building will help residents feel connected, regardless of geography or generation and will provide an environment for "positive" social and emotional development. This RFP will support programs that support the social, emotional, and mental health of youth, individuals and families.

#### Projects may include but are not limited to:

- Providing positive mental health based programs that focus on developing social and emotional learning skills. These may include recognizing and managing emotions, developing care and concern for others, making responsible decisions, establishing positive relationships, and handling challenging situations effectively.
- Providing interventions that address the school culture and climate and resulting environment where children can thrive socially, emotionally, physically, and academically.
- Providing programs where students, the family, and the wider community are engaged in the schools.
- Implementing peer support services aimed at helping residents in the target area manage chronic diseases like diabetes and cope with stress or emotional and psychological challenges.
- Engaging populations that are hard to reach by health care systems and interventions, and reduce unnecessary care such as multiple hospital admissions for the same problem.

### *Objective 3:*

*Increase access to and **participation in physical activity** opportunities for youth, individuals and families*

#### WHY IT MATTERS

One of the strongest environmental correlates of youth physical activity is the availability or adequacy of youth physical activity opportunities. Youth are more likely to walk, cycle, and play if there is easy access to parks or other recreational facilities. The lack of affordable and/or accessible recreation facilities has been cited by youth as a major barrier to physical activity. Children provided with a safe schoolyard in their neighborhood become more physically active than children not granted such an amenity. Regular physical activity in childhood and adolescence is important for promoting lifelong health and well-being and preventing various health conditions. The *2008 US Physical Activity Guidelines for Americans* recommends that children and adolescents aged 6 to 17 years should have 60 minutes (1 hour) or more of physical activity each day. For substantial health benefits, adults should do at least 150 minutes (2 hours and 30 minutes) a week of moderate-intensity, or 75 minutes (1 hour and 15 minutes) a week of vigorous-intensity aerobic physical activity or an equivalent combination of moderate- and vigorous-intensity aerobic activity.

Communities can provide many opportunities for physical activity, such as walking trails, bicycle lanes on roads, sidewalks, and sports fields. Organizations in the community have a role to play as well. Schools, places of worship, worksites, and community centers can provide opportunities and encouragement for physical activity. This RFP will support programs that increase access to and participation in physical activity opportunities for youth, individuals and families.

#### Projects may include but are not limited to:

- Reducing sedentary behaviors among children and adolescents by decreasing “screen time” (the number of hours per day spent on television viewing, video gaming, computer use, and phones). Examples include; Student Media Awareness to Reduce Television (S.M.A.R.T.) media, Sportsplay and Active Recreation for Kids (SPARK), and Coordinated Approaches To Child Health (CATCH programs).
- Providing wellness or fitness programs that engage individuals or populations that may not otherwise be able or inclined to participate.
- Providing physical activity classes to increase activity before and after school.
- Providing programs that increase social support for physical activity (the buddy system, mentorship, etc.).
- Providing programs to enhance access to places to be physically active. This can include walking trails and public access to school gymnasiums, playgrounds, or community centers.

*Objective 4:*

***Increase access to and consumption of healthy foods and beverages for youth, individuals and families***

**WHY IT MATTERS**

The nation is abuzz with talk about eating healthy, however far too many people, especially those living in low-income neighborhoods, suffer disproportionately high rates of preventable, diet-related diseases. In Broome County there are three census tracts which have been identified by the United States Department of Agriculture Economic Research Service (USDA ERS) as “food deserts,” with the North Side of Binghamton identified as one of those areas. “Food deserts” are communities which are low-income and have no supermarket or grocery store within one mile of their residence. These same communities face the highest risks of obesity, diabetes, and other preventable food-related health challenges.

An adequate supply of healthy food is critical for children’s healthy development and academic success, as proper nutrition affects the growth of the brain. For the first eight years after birth, children’s bodies and minds develop at a rapid pace.

Children need the nutrients in healthy foods to help their bodies grow strong and healthy. Dairy and fresh vegetables and fruits are particularly important. Fruits, vegetables, fish, and whole grains are full of nutrients that ensure a child’s brain functions properly and maintain overall mental health. The effects of hunger and food insecurity on children are significant. Research has shown that children who went hungry, at least once in their lives, were 2½ times more likely to have poor overall health.

**Projects may include but are not limited to:**

- Promoting initiatives that increase availability and affordability of healthy foods and beverages at supermarkets, grocery stores, and farmers’ markets located within walking distance of the communities they serve.
- Providing Improved access to and affordability of fruits and vegetables for low-income populations.
- Promoting expansion or replication of successful food access and equity projects that take innovative approaches to current food access issues.
- Providing cooking skills based instruction programs that focus on stretching your food dollar and utilizing simple, affordable, nutritious ingredients.
- Promoting home grown food initiatives that empower residents to grow their own food in raised beds at home or in community gardens.

## APPLICATION REQUIREMENTS

### ELIGIBILITY

All applicants must meet and provide evidence of the following requirements:

- Funding through the Healthy Lifestyles Coalition (HLC) Grant Program will be used to serve residents living within the North and East Side catchment area of Binghamton, New York. Organizations who serve a larger geographic area may apply, but must ensure that funding will primarily support activities and services that benefit youth, individuals, and families in the North and East Side.
- Be a nonprofit, tax-exempt organization.
- Be incorporated or chartered under appropriate federal, state, or local statutes.
- Abide by federal and state laws regarding non-discrimination.
- Have an active, locally based, volunteer board of directors that meets regularly, makes policy decisions, and holds election of officers.
- Have an administrative structure with defined lines of responsibility, a mission statement, and bylaws.
- Be financially stable and perform a regular budgeting process.
- Be able to provide one of the following reports based on your corresponding New York State annual financial reporting requirements: (a) an independent audit with the corresponding management letter, (b) a financial review, or (c) financial statements signed by a Board representative in compliance with our Partner Accountability Committee policy within six months of the end of your fiscal year.
- Have current license, certification, and permits if applicable.
- Be able to demonstrate effectiveness of its programs and services through measureable outcomes.

### FUNDING PERIOD

Funding awarded to applicants shall be used for the fiscal year beginning July 1, 2019 and ending June 30, 2020. Multi-year funding may be considered on a case-by-case basis.

The funding awarded is contingent on the results of the 2018-2019 United Way of Broome County Community Campaign.

### SUBMITTING A PROPOSAL

Interested applicants should follow the instructions at <https://www.uwbroome.org/healthy-lifestyles-coalition-grant/>. **Proposals must be submitted no later than Friday, January 11, 2019 at 3:00PM.** All required attachments must be uploaded in PDF file format. Applicants must answer all questions in full. Hard copy paper applications will not be accepted, and late applications will not be reviewed.

## APPLICATION QUESTIONS

### **PART ONE: LETTER OF INTENT** *(Due by November 16, 2018)*

1. Letter of Intent available as a Google Form. You can access the Letter of Intent at <https://www.uwbroome.org/healthy-lifestyles-coalition-grant/>.

### **PART TWO: NARRATIVE**

1. Organizational History
  - a. What is your organization's mission and how does the proposed program fit within your mission?
  - b. What prior experience and success does your organization have in the delivery of this or a similar program?
  - c. What experience do you have working with the Healthy Lifestyles Coalition (if any)?
2. Need for the Program
  - a. Identify the objective your program will address and provide all relevant data/local statistics that supports the need for your program. If data is not available, please explain how you know there is a need.
  - b. What is the demand for this program and how do you know demand will continue in the coming year? This may include service trends from your program such as increased usage, inquiries, etc.
  - c. Does anyone else in the area offer the same or similar services?
    - i. If "No" then explain why you believe the program is NOT duplicative.
    - ii. If "Yes" then explain what other agencies in the community offer a similar or parallel service? How is your program different?
3. Program Description
  - a. Provide a brief summary of the program/project.
  - b. Which of the objectives from the RFP will you be achieving with your program?
  - c. What are the short-term, measurable objectives of your program/project that will meet your chosen RFP objectives?
  - d. For each short-term objective, describe the specific activities that will be undertaken, including number of people expected to be impacted, responsible staff and target-date for completion.
  - e. What is the minimum amount needed to run the program? What impact would a partial award have on your proposal?
  - f. If your program/project will continue beyond the period funded by this grant, what are your plans to continue its funding?
  - g. What is/are your program's target population? Please be as specific as possible (ie. 25 women of color on the Northside of Binghamton).
4. Collaboration
  - a. Who will you be collaborating with to meet your stated goal(s)?
  - b. Describe how the collaboration will take place.
5. Evaluation Plan
  - a. Please describe in detail how you will evaluate the success of your program/project, and what tools or resources you will utilize to measure program performance. *See APPENDIX A for Evaluation and Measurement indicators.*

### PART THREE: ATTACHMENTS

1. Tax-exempt status
  - a. Verification of 501(c)(3) tax-exempt or other tax-exempt status or public charity status.
2. Program budget
  - a. Provide an accurate, detailed program budget, a requirement of all funders.
  - b. Supplemental information may be requested. Please submit the budget using the template attached. The information requirements are as follows:
    - i. Specify the budget period (July 1, 2019 - June 30, 2020).
    - ii. Specify the requested amount and the total cost of the program.
    - iii. List all other sources of revenue for the program.
    - iv. Expenses: Itemize your expenses and provide an expense total.
    - v. **Indirect Rate/Administrative Costs: If your organization uses an indirect rate, this must not exceed 15%. If you use a break down of administrative costs instead, this must not exceed 15%.**
    - vi. Budget Narrative: Provide an explanation of all budget line items. Specify in-kind expenses and donations or matching funds, including volunteer hours to be leveraged.
3. Agency budget
  - a. Provide an agency budget (on one page if possible) that shows line items side by side with the following columns, in order indicated:
    - i. Prior year budgeted
    - ii. Prior year actual
    - iii. Current year budgeted
    - iv. Current year-to-date
    - v. Next year [preliminary] or [actual] budgeted (If not yet complete, please provide brief statement describing what significant budget changes you anticipate making for the next year).
4. Financial Statements
  - a. Provide one of the following reports based on your corresponding New York State annual financial reporting requirements: (a) an independent CPA's audit report and financial statements with the corresponding management letter (over \$750,000), (b) an independent CPA's review report and financial statements (between \$250,000 and \$750,000), or (c) internally reviewed financial statements signed by a Board representative (less than \$250,000).
5. Board List
  - a. A complete list of your current Board of Directors with officers, affiliations and term dates noted.

## FUNDING PROCESS

### EVALUATION & SELECTION PROCESS

United Way of Broome County will award funding through a competitive process made up of volunteers who are experienced and knowledgeable within the HLC subject area. The committee is responsible for reviewing and ranking applications (based on the criteria below), and developing a clear plan of investments which best address the HLC priorities. This, together with community information from United Way of Broome County staff, will form the basis for recommendations to the United Way of Broome County Board of Directors for final determination and approval of all grants.

<b>Section</b>	<b>Maximum Points</b>
Organizational History	5
Need for the Program	20
Program Description	25
Past Program Success	10
Collaboration	10
Evaluation Plan	20
Program Budget	10
<b>Total Possible Points</b>	<b>100</b>

### INVESTMENT TIMELINE

<b>November 1, 2018</b>	<b>RFP Released</b>
<b>November 16, 2018</b>	Letter of Intent due
<b>January 11, 2019</b>	Grant applications due for consideration
<b>May 2019</b>	United Way of Broome County notifies applicants of funding decisions
<b>July 1, 2019</b>	2019-2020 funding cycle begins

### PUBLIC INFORMATION MEETING

United Way of Broome County will hold a public information session to offer organizations the opportunity to learn more about this effort and the application/review process.

**November 8, 2018 from 2:00 – 3:30PM**  
 101 S. Jensen Road  
 Vestal, NY, 13850

## APPENDIX A: EVALUATION AND MEASUREMENT

When writing your proposal, **you must choose one community indicator (listed below) that your program will measure.** A community indicator is part of the United Way of Broome County's shared measurement framework.

Program indicators are measurements specific to a program that are not included in the list of community indicators. To support organizations in developing their program evaluations, some sample program indicators are also listed below.

**Please note: in addition to choosing a community indicator below, measurement methods/tools must be clearly explained in the evaluation section of your proposal.**

### **Community level Indicators (must choose at least one):**

- # of individuals served participating in physical activity and/or wellness programs
- % of children/adults served who achieve a healthy weight
- % of children/adults served who adopt healthy behaviors
- # of parents, caregivers that engage in parent leadership activities (program planning, Board participation, training in leadership/advocacy, etc.)
- # of adults who report an improvement in emotional and mental health following intervention
- # of youth, individuals, and families receiving access to healthy food and nutrition
- # of elementary/middle/high school youth served in out-of-school time programs and/or individualized supports
- # of youth served with improved leadership skills (as measured on a pre/post test) or skills empowering them in community engagement
- # of youth who report an improvement in emotional and mental health

### **Program indicators to consider:**

- Increase health literacy and improve dietary behaviors by improving knowledge, skills and behaviors around healthy eating.
- Increase the frequency and duration of time spent being physically active.
- Decrease sedentary behaviors; decrease screen time (i.e. the number of hours per day spent on television viewing, video gaming, computer and phone).
- Decrease consumption of sugar sweetened beverages among children, adolescents and adults.
- Increase the number of youth, individuals and families receiving information and services related to obesity prevention.
- Enhance the infrastructure and built environment to increase safe opportunities for active transportation and physical activity in the community.
- Increase the number of adult mentors that model healthy behaviors to enhance youth well-being.
- Increase self esteem, body satisfaction and healthy weight practices.

- Increase access to and percentage of areas where youth, individuals and families can be physically active; walking trails, playgrounds, school buildings, community centers, faith-based organizations, etc.
- Increase resident and parent engagement in neighborhood activities, events, beautification efforts and civic opportunities.
- Increase opportunities to build healthy relationships in schools, neighborhoods and across communities.
- Increase access to and availability of healthier, affordable and culturally appropriate food and beverage options in the community (i.e. farmers market, farm-to-school initiatives, farm shares, incentive programs for food retailers to offer healthier options in underserved areas).

DRAFT