



## **Healthy Beginnings Initiative Request for Proposals (RFP)**

The Foundation for a Healthy High Point announces its first strategic grantmaking initiative, *Healthy Beginnings*, to support evidence-based programs and approaches to positively affect **at a population level** prevention of unintended pregnancies, healthy pregnancies, and healthy early development for children. Consistent with the Foundation's mission to encourage, support, influence and invest in efforts that improve health and wellness in Greater High Point, this Request for Proposals (RFP) reflects a commitment to dedicate resources in proven strategies to promote healthy communities, support families and promote optimal early child development.

### **Background**

The Foundation was established in 2013 with the intent to be a leader in collaboration and support initiatives that improve the long-term health of the community. Eligible non-profit organizations located in or serving residents within the Foundation's service area, which is defined as the Greater High Point area including High Point, Jamestown, Archdale, and Trinity, are invited to apply for grant assistance.

Faculty at The University of North Carolina at Chapel Hill were selected to develop a White Paper. White Paper findings were presented to the Foundation's Board of Directors as well as to community leaders whose organizations are dedicated to serving clients affected by these issues to confirm discoveries and results. A series of convening sessions followed and were facilitated by faculty at High Point University. Participants included representatives with expertise in Teen Pregnancy Prevention and Early Intervention from more than 26 agencies. Sessions sought to determine the following:

- Existing Assets / Resources
- Gaps / Opportunities
- Existing Programs (and corresponding level of evidence)
- Metrics on Which to Move the Community Needle

## Rationale

Research has confirmed the importance of the early childhood experience as one of the key social determinants across a range of health outcomes. Due to rigorous epidemiologic and intervention research, it is shown that the highest return on investment is found in programs that target early intervention. Many have accepted the importance of early education and preschool, but experts continue to encourage programs be included in infancy, the prenatal period, and preconception.

Investing in early childhood will yield both short term results (such as improved school readiness, decreased utilization of emergency services) and long term results. By investing in early childhood, the Foundation hopes to set the stage for decreased childhood adversity, school success, career success, delayed pregnancy, and decreased juvenile delinquency and criminal behavior. Teen pregnancy shares many overlapping risk factors with poor social and development outcomes in childhood. Many of the most effective programs for early childhood are well documented to delay subsequent pregnancies.

The promotion of child well-being and healthy development is an investment in the future of the child, family, community, and society. Supporting families during a child's first months and years may provide the best way to keep families together, prepare caregivers for effective parenting, and promote lifelong health. For additional information, please see the White Paper commissioned by the Foundation, available at <http://www.healthyhighpoint.org/resources/>.

## Focus

The Foundation seeks proposals from the non-profit community to affect rates related to the prevention of unintended pregnancies, healthy pregnancies, and healthy early development for children **at a population level**. The Foundation will support programs with proven intervention strategies and evidence-based approaches. Eligible proposals should address one or more of the three strategic components of the Healthy Beginnings Initiative, including:

- Prevention / Contraception
- Healthy Pregnancy (for the Mother and Child Ages 0 – 2 Years)
- Healthy Early Development (for the Child Ages 0 – 5 Years)

Corresponding metrics (with the intent to reduce rates for disparities) for these strategies are indicated below and should be reflected in proposed outcomes.

Strategy	Metrics
Prevention / Contraception	<ul style="list-style-type: none"> <li>• Pregnancy Rate</li> <li>• Contraceptive Use Rate</li> <li>• Long-Acting Reversible Contraceptive Use Rate</li> <li>• Unintended Pregnancies</li> </ul>
Healthy Pregnancy / Healthy Delivery	<ul style="list-style-type: none"> <li>• Birth Rate</li> <li>• Full Gestation (Minimum of 37 Weeks)</li> <li>• Healthy Birth Weight (Minimum of 5.5 Pounds)</li> <li>• Infant Mortality Rate</li> <li>• Spacing Between Births</li> <li>• Disparity Ratio Between Population Groups</li> </ul>
Healthy Early Development	<ul style="list-style-type: none"> <li>• Age-Appropriate Social and Emotional Development</li> <li>• Age-Appropriate Physical Well-Being and Motor Development</li> <li>• Physical and Cognitive Development</li> <li>• Substantiated Child Abuse Cases</li> <li>• Well Child Visits</li> <li>• Emergency Department Visits</li> <li>• Immunization Rates</li> <li>• Childhood Obesity and Overweight</li> <li>• Uninsured Children</li> <li>• Children in Poverty</li> <li>• Child Fatalities</li> </ul>

**Eligible organizations** include health-focused non-profit organizations:

- located in and serving residents of Greater High Point primarily or
- not located in Greater High Point but serve residents and/or individuals through programs in Greater High Point or program delivery is not in Greater High Point but a large percentage of clients are from Greater High Point

### **Application Process**

Beginning with a Letter of Interest (LOI) process, applicant organizations will submit a brief proposal (2-3 pages) outlining their proposal. The Foundation will review the letters submitted and then will invite selected organizations to submit formal applications.

The Foundation greatly appreciates the important work performed by non-profit organizations in our community. As such, the Foundation does not wish non-profits to spend considerable time and resources preparing materials unless there is a clear possibility of collaboration.

### **Letter of Interest Format**

The 2-3 page LOI should include the following:

- A brief background of the organization, including:
  - mission statement
  - date founded
  - size of staff and board
  - constituency and geographic region(s) served
  - type(s) of services provided
  - size of annual operating budget
  
- A description of the project for which support is being requested including the duration, goals and related activities. Please include a discussion of how the organization reached the decision to engage in this project, factors that contribute to the need or opportunity, the project's importance to the organization and constituency, and the level and nature of commitment of the staff and board.
  
- A proposed budget, in summary form, for the total cost of this project and the amount the organization intends to request from the Foundation and other funding sources. As appropriate, please identify the specific budget item(s) for which Foundation support will be requested.
  
- A brief discussion as to why the organization is seeking support from the Foundation. Please note other factors that will help the Foundation understand the request.

For further instructions on how to compose an LOI including examples, please visit the [Foundation Center's Grant Space Knowledge Center](#).

### **How to Apply**

Letters of Interest (LOI) will only be accepted through the Foundation's online portal; **emailed or mailed applications will not be reviewed**. To access the online application portal, go to this link: <https://www.grantinterface.com/healthyhighpoint/common/logon.aspx>

New users must create an account; those who have applied for a grant from the Foundation previously must use the same account information to login (please contact the Foundation for assistance to reset a password if needed). Once logged in, the organization's dashboard containing contact information and applications will be accessible. Click on "apply" on the left side column to access the available application processes.

**The Foundation will not accept applications to support the following activities or requests:**

- Requests for medical research, transportation, and housing services.
- Requests that directly benefit client/constituent services or the organization exclusively.
- Requests for individuals, fundraisers, dinners or faith-based organizations for religious purposes.
- Requests that supplant or substitute existing funding.
- Activities that exclusively benefit the members of sectarian or religious organizations.

For more information on the Foundation's [eligibility guidelines, please visit our website.](#)