



TEXAS IS  
BEST WHEN  
TEXANS ARE  
HEALTHY



BlueCross BlueShield  
of Texas

A Division of Health Care Service Corporation, a Mutual Legal Reserve Company,  
an Independent Licensee of the Blue Cross and Blue Shield Association

## 2021 Collaborative Innovations for Community Health

### Request for Proposals

Powered by It's Time Texas in partnership with Blue Cross and Blue Shield of Texas

[It's Time Texas](#) is a 501(c)(3) non-profit organization. Our mission is to bring people, communities, and organizations together to take action that supports health for all, now and for generations to come. At It's Time Texas, we believe that every Texan should have an equal opportunity to live a long and healthy life, but we recognize that social and environmental factors have long prevented that vision from becoming a reality. To truly address health for all Texans, we root our work in the knowledge that unjust systems have created disparities for communities of color, low-income communities, and other marginalized groups. Dramatically improving health and equity requires a systemic approach that centers and values community voices to address the root causes of poor health. It requires shaping the environments in which we live and work to good health a reality for all Texans. It requires a culture of health where health is a shared value and health equity is a reality.

#### Summary:

Through a Healthy Kids Healthy Families® grant award from Blue Cross and Blue Shield of Texas, It's Time Texas will award up to \$50,000 per award to qualified community organizations across four Texas communities to deliver effective programs and services that improve critical health outcomes and address root causes of health disparities, remove barriers to access, and advance community conditions for health and wellness that improve resilience in the face of COVID-19. The **purpose** of the grant is to address a major social determinant of health issue in underserved communities that affects health outcomes. The **goal** is to partner with community-based organizations providing innovative solutions that show evidence the work being done is improving outcomes in underserved communities. We are excited to listen and learn more about your group and how your project addresses the inequities seen in your community.

#### Eligibility:

Applicants must be a community-based organization who has an existing or current program that improves critical health outcomes, addresses root causes of health disparities, removes barriers to health access, and advances community conditions of health and wellness. These programs must also address and show to be effective with limitations and issues caused by the current Covid-19 pandemic. We invite organizations whose projects meet these criteria and can demonstrate measurable impact for funding year 2021 to apply. This funding is not for general operations.

We will award funding to these priority areas in Texas:

- Austin Metro Area
- Beaumont, Texas
- Brazos Valley Region counties: Brazos, Burleson, Grimes, Leon, Madison, Robertson & Washington
- South Texas/Rio Grande Valley counties: Cameron, Hidalgo, Starr & Willacy

Proposals are due: Tuesday April 6, 2021 at 5:00pm to [cich@itstimetexas.org](mailto:cich@itstimetexas.org)

[WWW.ITSTIMETEXAS.ORG](http://WWW.ITSTIMETEXAS.ORG)

Proposals will be reviewed on a rolling basis, and we encourage applicants to submit before the deadline. You can submit questions to [cich@itstimetexas.org](mailto:cich@itstimetexas.org) until 5pm on 3/29/2021. We encourage you to bookmark <https://cich.itstimetexas.org> and visit it often throughout the open application period for any updates. Awarded organizations will be contacted directly.

**Other key dates:**

- 03/30/2021 RFP FAQs published to <https://cich.itstimetexas.org> at 5pm
- 4/01/2021 Virtual Office Hours from 10-11am and 5-6pm where interested organizations can ask questions from It's Time Texas staff; Zoom link to be published on 3/29/2021
- Projects start date: 05/01/2021
- Projects close date: 12/31/2021

**Program Description: Collaborative Innovations for Community Health**

Through a Healthy Kids Healthy Families® grant from Blue Cross and Blue Shield of Texas, It's Time Texas and Blue Cross and Blue Shield of Texas (BCBSTX) are launching Collaborative Innovations for Community Health (CICH). The purpose of the grant is to address a major social determinant of health issues in underserved communities that affects health outcomes: factors like race, gender, socioeconomic status, geography, and more. The health of Texas's most marginalized communities are unfairly impacted by socially-divided inequities in affordable housing, quality education, living wages, and physical and mental health services. We recognize that many community organizations are already doing pivotal work to address these factors, and we want to build on that momentum.

The goal of this RFP is to seek out, recognize, and partner with local programs and collaborations providing innovative solutions that show evidence the work being done is improving outcomes in underserved communities. Programs that address the most pressing health issues and are able to produce meaningful results quickly will be prioritized. We will partner with awardees to support building their skills and expanding their networks through virtual and in-person consulting, resources, and referrals. We hope to help funded organizations build project/program sustainability for the long-term.

**A focus on existing programs for health priorities within a region:**

Short-term investments require focusing on key elements of program design, implementation and evaluation to achieve impact within the given timeline. Using recent local health data, we found trends to articulate top health-related social and environmental priorities in each community, ranging from housing to schools. But that research doesn't tell the whole story, and we know that there is still so much more listening to do. That is why we will consider proposals from a target community that address any social determinant of health that is rooted in addressing community needs and efforts toward equity.

**A note about how we're evaluating:**

We know that you're more than numbers on a scorecard. That's why we will take a holistic approach to evaluating your response. At baseline, we are looking for proposals that are complete, follow instructions, and align well with our goals. We will look at how projects fit together, how projects demonstrate a prioritization of equity, and how funded organizations can work collaboratively with It's Time Texas for the duration of this program.

**Our partnership:**

We want to know you and continue to support your work. In order to ensure successful outcomes, there are a few expectations that all grantees will follow. As a grantee, you will follow a reporting process to share monthly updates on project successes, potential barriers, and progress toward key performance indicators. These reports will be shared directly to It’s Time Texas who will communicate highlights to our funder Blue Cross and Blue Shield of Texas. We want to ensure that we are providing your work with the necessary tools to ensure program sustainability and success. These monthly reports will help us create capacity support plans for your organization including, but not limited to: sharing resources, referring you to experts, providing one-on-one consulting, and hosting grantee-specific Community Lab sessions. Our Community Lab program is a web-based forum where you have the opportunity to connect and learn from fellow grantees. Community Lab will foster a cohort experience for our 2021 grantees where each organization can share lessons learned and work through challenges with peers from across the state. As a grantee, you will also have access to our suite of programs that support building a culture of health for individuals, institutions and communities. This is a partnership, and we will be here to support you while also learning how we can develop our support offerings to better serve communities.

**Submission requirements: please send all relevant information to [cich@itstimetexas.org](mailto:cich@itstimetexas.org)**

Font Requirement: 12pt

<b>Heading</b>	<b>Structure suggestions &amp; Resource Recommendations (as applicable)</b>	<b>Total Points</b>
I. Required Organizational Information Cover Sheet a. Please see below for the template provided.		5
II. Program summary	<i>Suggested length: 6-8 sentences</i>	10
I. Program description: Tell us more details about your project. Some things to include: a. What is the purpose of the project? b. What community does the project serve and how does it address inequities in that community? c. What service or function will a turkey investment “turn on” for your organization? d. Are you working with partners or collaborators? If so, name them and explain how they support the project.	<i>Suggested length: 12-15 sentences</i>  <i>If you are looking for more data to support your case, we recommend checking out your local hospital’s community health needs assessment and/or using the following resources:</i> <a href="https://www.cityhealthdashboard.com/">https://www.cityhealthdashboard.com/</a> <a href="https://www.countyhealthrankings.org/">https://www.countyhealthrankings.org/</a> <a href="http://healthdata.dshs.texas.gov/Home">http://healthdata.dshs.texas.gov/Home</a>	25
II. Evaluation a. Please share how you will evaluate your project with respect to: i. What key performance indicators will measure your project’s success?	<i>Suggested length: 10-12 sentences</i>  <i>If your agency currently has a logic model, we encourage you to submit it in your supplemental information. If you are looking for a template logic model, we</i>	15

<p>ii. How will you collect data on each indicator?</p>	<p><i>recommend one from our <a href="#">Community Health Collaborative toolkit</a> that is included below.</i></p>	
<p>III. Community Engagement: How are the perspectives of beneficiaries (and the community) included in program design and delivery?</p>	<p><i>Suggested length: 10-12 sentences</i></p> <p><i>If you are looking for a framework for community engagement to ground your narrative, we recommend the <a href="#">Spectrum of Public Participation</a>.</i></p>	<p>15</p>
<p>IV. Organizational Capacity: How is your organization uniquely positioned to implement a turnkey grant for this project in your community? Some things to include:</p> <ul style="list-style-type: none"> <li>a. Past experience in implementing these types of grants and/or programs</li> <li>b. Past successes and achievements in community health outcomes</li> <li>c. How the project will be sustained beyond the project timeline</li> <li>d. If your leadership and/or board members demographics reflect the racial/ethnic composition of the communities served</li> </ul>	<p><i>Suggested length: 10-12 sentences</i></p>	<p>15</p>
<p>V. Financial Capacity -</p> <ul style="list-style-type: none"> <li>a. Please provide information on how the funds will be used.</li> <li>b. Please provide information on how the project will be financially sustained after the grant period.</li> <li>c. Please include a copy of your organization’s W-9 form.</li> </ul>	<p><i>Suggested: budget table with category and expenditures and 8-10 sentences for any narrative responses.</i></p> <p><i>If you are looking for a template, please see below.</i></p>	<p>15</p>
<p>VI. Supplemental information: We invite you to submit supplemental material to include in your submission.</p>		<p>Up to 5 bonus points</p>

**REQUIRED ORGANIZATIONAL INFORMATION COVER SHEET**

Official Organization Name:	
Street Address:	
City	
State	
Zip/Postal Code	
County	
Phone Number:	
Organization Website Address: If applicable	
Mission of Organization:	
Year Founded:	
Does your organization have written policies that discriminate against individuals based on race, color, sex, sexual orientation, gender identity, religious creed, national origin, physical or mental disability, or protected veteran status, or any other characteristic protected by law? <u>Please write YES or NO. Read this question carefully to ensure appropriate response is provided.</u>	
Social Media: Please provide social media information for your organization (Facebook, Twitter handle, etc...) If applicable.	
Primary Contact for this Grant: Name Title E-mail Phone Number	
Project Title:	
Request Amount:	
Total Project Budget:	
Projected Funding Sources: List committed and pending sources of funding for the proposed project.	
What is the largest or most inclusive geographic area that your program serves? Choose one and describe.	County/Counties: (Please list) City/Cities: (Please list)

	Zip code(s): (Please list) Other: (Please describe briefly in 1-2 sentences)
<p><b>Conflict of Interest Considerations</b>          A conflict of interest or the appearance of a conflict of interest may occur if you are directly or indirectly involved with an organization relevant to this RFP (i.e., It's Time Texas, Blue Cross and Blue Shield of Texas.) Examples of these potential conflicts include a professional affiliation with one of these organizations or a relationship with someone who represents one of these organizations. If you are aware of any potential conflict of interest, please describe the situation. This will <i>not</i> affect your chances of receiving funding, but will help us to ensure that associated parties are in no way affiliated with the evaluation of your proposal or selection of final awardees.</p>	<p>If you are aware of any potential conflict of interest, please describe the situation.</p>

If you need a budget template we recommend the below format:

Name of Organization

Name of Project (dates)

	<b>Expenses</b>	<b>Total</b>
1	Salary/Benefits	\$0.00
2	Contracts/Sub-Grants/Agreements	\$0.00
3	Non-Capital Equipment/Supplies	\$0.00
4	Marketing & Educational Materials	\$0.00
5	Travel	\$0.00
6	Building/Space	\$0.00
7	Maintenance	\$0.00
8	Equipment and Other Capital Expenditures	\$0.00
9	Total Direct Costs (Total costs of Expenses 1-8)	\$0.00
10	Indirect Costs	\$0.00
	Grand Total	\$0.00

**If you need a template for a logic model, we recommend the following:**

<b>Organization Name:</b>		<b>Logic Model Purpose</b>	The purpose of this logic model is to help plan and implement your project
<b>Project Title:</b>		<b>Instructions</b>	Start from left to right, first identifying the inputs, then moving into the outputs and finally describing the expected outcomes.



<b>Inputs</b>	<b>Participants</b>	<b>Activities</b>	<b>Outputs</b>	<b>Outcomes</b>	<b>Impact</b>
<i>What will your organization dedicate to this program/project?</i>	<i>Who will participate in the project/program? Who is the target population?</i>	<i>What will your organization do to accomplish the program/project outcomes?</i>	<i>What will be the direct result of the activities?</i>	<i>What short- and long-term outcomes do you expect to achieve?</i>	<i>What will be the impact on the need or problem the program/project is addressing?</i>
Include program/project staff member(s) information and qualifications, volunteers, additional funding, materials, equipment, physical space, external technical assistance, or other resources	Examples include: existing or new patients, clients, consumers, or users. Additional examples include: existing or new partners, decision-makers, communities or neighborhoods, or others participating in the project	Examples include activities such as providing capacity development, delivering services or trainings, referrals, providing counseling and advice, disseminating information, or updating equipment or adding physical space or improve or expand services	Examples include number of organizations that received capacity development, number of attendees in trainings, number of referrals, number of materials produced and delivered, participation rate, and number of clients or customers reached	This includes changes in attitudes and behaviors, knowledge and skills, status, or operations. Examples include increased awareness and knowledge, change in attitudes, increase or decrease in individual health indicators, and service delivery or operational change	Impact can occur at a group, neighborhood, community, or system level. Examples include changes in social, health, civic, or other conditions, including increased capacity, policy changes, improved health status, and increased efficiency

