



P A J A R O V A L L E Y
COMMUNITY
HEALTH TRUST

2009-2010 Healthy Lifestyles RFP Grant Guidelines

Pajaro Valley Community Health Trust
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Welcome Grant Seekers

The Pajaro Valley Community Health Trust (Community Health Trust) is pleased to announce its 2009-2010 Request for Proposals (RFP) for organizations serving the health care needs of the Pajaro Valley. This year, the Community Health Trust is issuing one RFP for our responsive grantmaking category. The RFP is a continuation of the Community Health Trust's commitment to the area of healthy lifestyles. These grants are intended to complement the youth-focused grants made in the previous six years in this area, while also supporting other community efforts to encourage healthy eating and physical activity for individuals of all ages in our community.

Please review these guidelines before submitting your application. The Community Health Trust welcomes your grant applications, and we invite you to join us in our efforts to improve the health and quality of life for all people of the Pajaro Valley.

Mission, Strategic Priority Areas, and Target Populations

The Community Health Trust's mission is to improve the health and quality of life for all people of the Pajaro Valley by supporting programs and activities that ensure access to a full array of high quality, culturally competent health care services that promote health, wellness, and disease prevention.

In July 2005, the Community Health Trust announced its commitment to four strategic priority areas: Diabetes and Contributing Factors; Health Insurance/Coverage and Education on Using the System; Oral Health: Prevention and Access; and Promoting Entry and Advancement in the Health Professions. In addition to the four Strategic Program Areas, the Community Health Trust remains committed to making a special effort to support programs and projects that serve the following populations: Youth Ages 6-21; Low-Income and Underserved Populations; and Farm Workers and their Families.

Background

The prevalence of overweight and obesity has reached epidemic proportions throughout the U.S. and is rising at an alarming rate in our community. In 2007, 64 percent of Pajaro Valley adults were overweight or obese, and 38 percent of 7th, 9th, and 11th graders in the Pajaro Unified School District were overweight or at risk of overweight. Since the 1970s, the proportion of adults who are overweight or obese has grown by about 20 percent. Even more alarming, the proportion of children who are overweight tripled during the same period. Since obesity in childhood is clearly related to adult obesity and its corresponding health problems, such a sharp increase has urgent implications for the future health of the nation.

Obesity has become an urgent health concern because people who are overweight and obese have an increased risk for developing diabetes, heart disease, hypertension, cancer, and many other chronic conditions. The epidemic facing our nation has been attributed to the fact that Americans are eating more, eating higher calorie foods, and exercising less. The challenges are often greater in communities of color, which typically have less access to healthy affordable foods and safe places for children and families to play and exercise.

Promoting healthy eating and regular physical activity is essential to reversing the trend toward increased overweight and obesity and, therefore, to reducing the burden of chronic disease. In fact, the federal government's Healthy People 2010 goals recognize that the adoption of healthier behaviors is critical if the nation is to sustain its progress towards better health for all.

Goals of Initiative

The Healthy Lifestyles Initiative aims to prevent obesity among children and adults in the Pajaro Valley by promoting healthy eating and active living. Healthy lifestyles is an area of particular interest to the Community Health Trust because of its relationship to several of our priority areas and target populations, particularly Diabetes and Contributing Factors, Children and Youth, Farm Workers and their Families, and Low-Income and Underserved Individuals.

In the last six years, the Community Health Trust has funded 40 projects working to promote healthy eating and regular physical activity among Pajaro Valley youth. We continue our commitment to healthy lifestyles with this RFP to promote strategies that address the issue of obesity in the Pajaro Valley. Unlike the previous years, this RFP does not have a specific emphasis on youth. The Community Health Trust will consider funding projects that promote healthy lifestyles for any age group.

Eligibility Criteria

Organizations that meet the following criteria are eligible to apply:

- The applicant organization must be a nonprofit, 501(c) (3), tax-exempt organization or a school-based health program, or have a 501(c) (3), tax-exempt organization as a fiscal sponsor.
- In general, the Community Health Trust's Board of Directors prefers not to fund programs or projects administered by a city, county, state, or federal government with the exception of school-based health programs. Other exceptions will be considered on a limited basis when the Board of Directors believes that funding a proposed project involving a government agency will best serve the Community Health Trust's mission and goals as outlined in the Community Health Trust's strategic plan.
- The applicant organization must provide or plan to provide programs/services benefiting the health of residents in the Community Health Trust's primary geographic service area which consists of three zip codes: 95076, 95019, and 95004. Communities within this service area include Watsonville, Pajaro, Freedom, and Aromas. The home office of the eligible organization does not need to be located in the Pajaro Valley, but the applicant organization must demonstrate that it provides or plans to provide services that directly benefit residents of the Pajaro Valley.
- Organizations and proposed projects should demonstrate compatibility with the Community Health Trust's core values, operating principles, mission, and strategic plan goals. *(Please refer to the Pajaro Valley Community Health Trust website: www.pvhealthtrust.org for more information.)*
- The applicant organization must have a nondiscrimination policy in place and must show a commitment to developing and maintaining organizational cultural competency.
- The applicant organization must have the demonstrated capacity to carry out the program work funded by the grant and to maintain fiscal accountability.
- The applicant organization must be current on all reports due to the Community Health Trust for any previous grants.

Exclusions/Types of Requests that Will Not Be Considered for Funding

In general, the Community Health Trust does not give grants to:

- Projects that do not substantially benefit residents of the Pajaro Valley.
- Projects and proposals unrelated to the Community Health Trust's mission, eligibility requirements, and current strategic plan funding priorities and objectives.
- Individuals, with the exception of the Community Health Trust's scholarship programs.
- Religious organizations for religious purposes.
- Commercial ventures.

Funds Available and Duration

The Community Health Trust anticipates awarding \$50,000 to the most promising healthy lifestyles projects to return this RFP. The Community Health Trust will award four to seven grants ranging from \$2,000 to \$15,000. Please understand that the Community Health Trust will not be able to fund all requests submitted in response to this RFP—only those projects that *most strongly* meet program goals will receive support. The grant term will be one year (7/1/10-6/30/11); however, one-time and short-term projects will be considered.

Selection Criteria

The Community Health Trust reviews and responds to all applications. Proposals will be evaluated by the Community Health Trust's program staff and Grants Review Committee for consideration of the merits of the proposed activities versus the funds available. The Grants Review Committee will provide its recommendations to the Community Health Trust's Board of Directors, which makes final decisions to approve or decline requests for grant funding.

The Community Health Trust reserves the right to reject any or all proposals submitted, request additional information or clarification from any or all applicants, and/or negotiate modifications with applicants at any time before, during, or after the award process. Grant awards are made at the sole discretion of the Community Health Trust. No entitlement to funding for any organization at any level is expressed or implied. Successful applicants enter into a contract that gives the Community Health Trust rights to review and evaluate grant-funded activities.

Note: Grant seekers are encouraged to carefully review the Community Health Trust's funding priorities and RFP guidelines before submitting a funding request. We realize that seeking funds can be a time-consuming and sometimes difficult process. Unfortunately the Community Health Trust will be able to fund only a small percentage of the requests we receive because of limited financial resources.

Application Schedule

Announcement Date	Friday, October 16, 2009
Proposal Submission Due	Friday, December 11, 2009
Awards Announced	Friday, March 19, 2010

Notification of Awards

Applicants can expect to be notified of grant award by U. S. mail, no later than March 19, 2010.

How to Apply

All organizations interested in applying for a 2009-2010 Healthy Lifestyles grant will be expected to complete the **Electronic – Grant Application** available on the Community Health Trust web site www.pvhealthtrust.org. The Community Health Trust will confirm receipt of all applications by email within 72 hours. Format and contents of proposals should conform to the instructions provided. Only those proposals that meet the mandatory criteria in this RFP will be given consideration. All applicants are **also required to submit all materials listed on the Grant Application Checklist**. These materials can be submitted by mail, delivery or email. Late or incomplete applications will not be considered for funding.

The completed application and all additional materials are due by 5:00pm Friday, December 11, 2009. The application can be emailed to grants@pvhealthtrust.org.

Note: If your organization has difficulty accessing the Internet or experiences problems with the electronic form, please contact Kathleen McCarthy, Program & Grants Manager, at the Community Health Trust at (831) 761-5695 or grants@pvhealthtrust.org well in advance of the application due date.

Guidelines

The Community Health Trust invites qualified organizations to submit grant proposals for programs that are working to promote healthy eating and regular physical activity for Pajaro Valley residents. The Community Health Trust prefers not to fund programs that are primarily focused on the purchase of food and other consumables.

Embracing a healthy lifestyle includes a number of difference activities, including making smart eating choices, engaging in physical activity, and making other choices that promote wellness. Applications should provide opportunities for and encourage residents to engage in healthy lifestyles. While it is important to provide education around these issues, the Community Health Trust strongly encourages grantees to think beyond education and develop projects that strive to increase access and opportunities for physical fitness and nutrition. One way to do this is by focusing not only on the individual but also on multiple levels of intervention, such as the family, organization, community, or environment.

For additional information or to discuss ideas related to the Healthy Lifestyles RFP, please contact Kathleen McCarthy, Program & Grants Manager, by phone at (831) 761-5695 or by email at grants@pvhealthtrust.org.