



Request for Proposals 2025 Health Equity Fund

City of Boulder

Department of Housing and Human Services

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Proposal Due Date: 4:00 p.m. MDT, Monday, August 12, 2024

All proposals shall be submitted via the [Foundant online grant management system](#).

Paper and late applications will not be accepted.

See page 8 of this document for links to a [recording of a technical assistance webinar](#), to register for a [Health Equity Fund informational webinar](#) on Tuesday, June 18 at 1:00 p.m., or to [sign-up for a meeting with city staff](#).

2025 HEALTH EQUITY FUND REQUEST FOR PROPOSALS

Introduction

On Nov. 8, 2016 City of Boulder voters approved Ballot Issue 2H. It authorized the city to impose an excise tax of up to two cents per ounce on the first distributor in any chain of distribution of drinks with added sugar, and sweeteners used to produce such drinks, exempting: (1) sweeteners sold separately to the consumer at a grocery store; (2) milk products; (3) baby formula; (4) alcohol; and (5) drinks taken for medical reasons.

Boulder Revised Code Section 3-16-11 provides that revenue from the Sugar-Sweetened Beverage Product Distribution Tax (SSB Tax) “shall be designated for the administrative cost of the tax, and once that obligation has been fulfilled, used for health promotion, general wellness programs and chronic disease prevention in the City of Boulder that improve health equity, such as access to safe and clean drinking water, healthy foods, nutrition and food education, physical activity, and other health programs especially for residents with low income and those most affected by chronic disease linked to sugary drink consumption.”

In 2017 the city launched the [Health Equity Fund](#) (HEF), administered by the city Department of Housing & Human Services, to ensure that SSB Tax funding is distributed in alignment with the purpose of the tax.

This Request for Proposals (RFP) seeks applications from qualified entities for use of SSB Tax for a 2025 single-year funding cycle, or 2025-27 multi-year funding cycle. The city anticipates allocating \$3.8 million total for HEF grants in 2025. Please refer to page 5 of this document for more information about single- and multi-year funding options.

Timeline

- Request for Proposal released: June 10, 2024
- Applications due: August 12, 2024
- Health Equity Advisory Committee application review: August – October 2024
- City manager approves committee recommendations: November 2024
- Grant contracts negotiated and finalized: December 2024 – February 2025
- First payments distributed: February 2025

Application Submission Deadline

All proposals are due on or before **4:00 p.m. Mountain Time on Tuesday, August 12, 2024.**

Proposals must be submitted via the [online application](#) found in the Foundant grant management system (GMS) at this web address:

<https://www.grantinterface.com/Home/Logon?urlkey=bouldercolorado>.

Proposal Submission Deadline: 4:00 p.m. on Monday, August 12, 2024

Health Equity Fund Strategy

The City of Boulder defines health equity as *the absence of systematic health disparities based on socio-economic factors, and the ability of all residents to reach their full health potential, regardless of their life circumstances.*

The HEF strategy is intended to meet health equity needs in our community in a manner that addresses systemic inequities. HEF investments will help achieve long-term health equity outcomes such as reducing the rate of chronic diseases linked to SSBs among community members experiencing health disparities, or other diseases that disproportionately affect people experiencing health disparities.

Through the HEF, the City of Boulder funds health and wellness programs that benefit City of Boulder residents experiencing health disparities, including:

- Residents disproportionately impacted by diseases linked to sugar-sweetened beverage (SSB) consumption or disproportionately targeted by SSB marketing;
- Residents who lack access to healthy food, safe water, quality health care, wellness information and health care services and systems; and
- Populations systemically disenfranchised due to race, ethnicity, income, age, ability, sexual orientation or gender identification.

To measure the community impacts from Health Equity Fund investments over time, the city will work with grantees to report on indicators such as:

- ✓ Understanding & application of a health equity lens for agency-wide and program processes, policies and practices;
- ✓ Demographic data to ensure people experiencing disparities benefit from funded programs;
- ✓ Service access that reduces barriers, and increases inclusivity;
- ✓ Community partnerships rooted in collaboration and equity;
- ✓ Self-efficacy of program participants in utilizing services and determining their health future;
- ✓ Food security and nutrition to reduce hunger and increase food security;
- ✓ Physical activity to reduce physical, mental and behavioral health disparities; and
- ✓ Disease rate reductions tied to program activities.

For information on this strategy, and a list of past and current HEF grants, visit the [HEF website](#).

Health Equity Fund Outcomes

All proposals must primarily benefit City of Boulder residents who are low-income, disproportionately impacted by chronic diseases linked to SSBs, or otherwise experiencing health disparities. Applicants must describe how their program will advance health equity and decrease health disparities to reduce chronic disease, through at least one of the following HEF outcomes:

1. Increased food security and consumption of healthy foods and clean water;
2. Increased engagement in physical fitness and healthy recreation;
3. Increased understanding and use of health and wellness information and activities; and
4. Increased physical, dental, mental and behavioral health wellbeing through direct health services.

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Funding Eligibility

Through the HEF, the city will fund programs rather than entire organizations, institutions, or agencies. Eligible programs may be implemented in nonprofit organizations, government agencies, or public or private educational institutions (i.e., preK-12 school or college/university). Businesses and for-profit agencies should not apply. Eligible program activities may include direct services, research or collaborative approaches.

The proposed program must serve primarily City of Boulder residents. Proposals must request a minimum of \$10,000 with at least \$8,000 in eligible expenses. Proposals that do not meet the minimum request will not be considered for funding.

Programmatic expenses that are eligible to receive funding include: program-specific staff pay and benefits; program materials and supplies; programmatic administrative support; overhead directly related to the program; and subcontracts and/or consultation services that are necessary to carry out the program.

Proposal Criteria

Proposals will be evaluated based on whether the proposed program:

- Benefits people most affected by, or at increased risk from chronic disease linked to sugary drink consumption, or who generally experience health disparities;
- Has leadership (agency board, staff and volunteers) that reflects the demographic diversity of clients served;
- Aligns with a selected program priority;
- Demonstrates sound research, evidence-based best practices;
- Values lived experience, cultural knowledge and wisdom;
- Demonstrates strong and long-term evaluation of outcomes, or potential for such evaluation;
- Meaningfully engages community members experiencing health disparities in the design, implementation and/or evaluation of the proposed program;
- Demonstrates strong collaboration and transformative, equitable partnerships that move beyond informal relationships;
- Demonstrates a cost-effective approach that benefits program participants, target populations or the community;
- Demonstrates that the agency currently has, or demonstrates a plan for achieving sustained financial stability and organizational leadership;
- Exhibits diverse funding sources or a plan to achieve diverse funding.

The HEF does not support:

- Arts or cultural programs;
- One-time presentations, events, or activities that are not directly associated with ongoing health equity programming;
- General staff training or professional development activities outside of program-related data collection or evaluation;
- Outreach and educational campaigns that do not include long-term evaluation;
- Contributions to a political campaign or committee for a candidate or ballot measure;

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- Political lobbying or political advocacy campaigns to promote legislation or specific governmental policies, or express advocacy as defined in [Boulder Revised Code section 13-2-2](#);
- Programs that cannot be directly linked to Health Equity Fund outcomes and indicators;
- General operating funds or expenses (e.g. general salaries of staff not directly involved in providing services for the proposed program, rent/mortgage, utilities, professional development, fundraising, or other expenses) that are not directly related to carrying out the program;
- Programs that cannot demonstrate basic data collection or evaluation activities;
- Individual applicants;
- Programs proposing the same activities that are currently supported by other City of Boulder Department of Housing and Human Services funding¹; or
- Programs that are heavily reliant on any one funder, including the City of Boulder; or do not have a plan to request funding from other sources.

Although the city will consider fair and reasonable evaluation costs, the city recommends that evaluation costs not exceed 15 percent of the total program funding request. Funding shall not be used to supplant another funding source.

Funding Cycle Options

Multi-year Funding. Agencies with programs that meet minimum eligibility criteria are encouraged (but not required) to apply for consideration for a three-year award covering the period of January 1, 2025, to December 31, 2027.

In addition to the core program criteria described on page 4, minimum eligibility criteria for multi-year awards include:

- Demonstrated community need for program services that extend through 2027;
- At least three consecutive years of HEF funding for the applying program prior to 2025 (that is, consecutive funding from 2022-24);
- At least three consecutive years of complete, on-time mid-year and end-of-year reporting; and
- At least three consecutive years of demonstrated successful completion of program outputs, and advancement or achievement toward program outcomes.

City staff and the HEAC will also consider the degree to which the program will provide stable and consistent activities; have clear outcomes and evaluation processes that ensure continuous service improvements; high-functioning and stable organizational leadership (staff and board); and budgeting and fundraising capacity.

Multi-year applications that meet minimum eligibility but fail to receive a multi-year award recommendation will automatically be considered for a single-year award.

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Multi-year awards are contingent on HEF annual appropriations, and the grantees' performance and reporting benchmarks. Even in instances when an organization is awarded a multi-year award, the organization must meet annual objectives before subsequent year funds are disbursed. Programs that receive a multi-year award will not be eligible to apply again for funding for the same program until the end of the three-year funding cycle.

Single-year Funding. Applications that are not eligible to apply for a multi-year award may still apply for a single-year award for the period of January 1, 2025, to December 31, 2025.

Applicants that apply for a multi-year award but receive a single-year award are eligible to apply again next year in the single year only funding cycle. Similarly, applicants that are not awarded single or multi-year awards may be eligible to apply in 2026 for the single-year funding cycle.

Review Process and Timeline

Proposals will be screened by city staff to determine if they meet basic eligibility criteria. Proposals that do not meet basic eligibility criteria will be eliminated from further consideration with notification sent to the proposing agency. Eligible proposals will be reviewed and considered by the [Health Equity Advisory Committee](#) (HEAC). City staff and the HEAC may request clarifying information to help the application review and funding deliberation process.

Agencies who wish to appeal the initial funding recommendation will have one week from the announcement to submit an appeal to city staff in writing; city staff will provide appeal guidelines and appeal submission instructions with the funding recommendation.

A complete, submitted proposal does not guarantee funding. The city reserves the right to decide, on a case-by-case basis, in its sole discretion, whether to accept or reject any or all proposals or portions of any or all items proposed if deemed in the best interests of the city.

Contract and Reporting Requirements

Successful applicants will not receive city funds until they have signed a valid grant contract, including a Scope of Work. Agencies chosen to receive funds must also provide a Certificate of Insurance in alignment with city contract requirements. The Scope of Work will be developed jointly by the grantee and city staff, using information provided in the application.

Grantees are required to submit a brief mid-year report, and final report describing program information including activities, indicators and outcomes, and a financial report. Reports will be submitted through the Foundant GMS. The city may terminate the contract for the failure of the contractor to perform adequately any of its covenants. At its discretion, the city may conduct a financial audit and/or site visit of funded applicants.

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2025 HEALTH EQUITY FUND PROPOSAL SUBMISSION INSTRUCTIONS

Proposals must be submitted via the Foundant Regional GMS. No paper submittals will be accepted. All application sections must be completed prior to the deadline for the proposal to meet minimum eligibility. A complete application must include:

General Agency Information
Agency Narrative, Demographic and Budget Information
Program Narrative, Client Demographic and Budget Information
Funding Request Financial Information
Scope of Work
Supplemental Documents

Applicant Registration. All applicants must register on the Foundant website (at the following web address: <https://www.grantinterface.com/Home/Logon?urlkey=bouldercolorado>), to access the 2025 Health Equity Fund proposal application. Please note that you will need the agency's Employer Identification Number (EIN) to create an account.

- **Existing Applicants:** From the Foundant login page, sign-in using your existing username and password. If you no longer remember your password, use the "Forgot your password?" link and follow the prompts. Return to the login page and proceed to login.
- **New Applicants:** From the Foundant login page select "Create New Account" and enter the information requested. After you have completed the registration, click "next". You will then be asked to verify that you have received an email confirming that your account was created successfully. Please follow the instructions and choose the appropriate response. Click "continue" to be taken to your Home page/dashboard.

How to Apply.

1. Log in to Foundant using the instructions above under "Applicant Registration".
2. If you are not already on the "Apply" page, click "Apply" in the ribbon on the top-left of the page.
3. Before you can access the application, you will need to complete an "Eligibility Quiz". You may need to scroll to find quiz titled "**Eligibility – City of Boulder 2025 Health Equity Fund Round**".
4. Once you have found the quiz, click on the "Start Eligibility Quiz" button at the bottom right corner. Once you have submitted your answers to the quiz, if you are eligible to

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apply, you will be given the prompt to click “continue” to be taken back to the “Apply” page.

5. Scroll to “Eligibility – City of Boulder 2025 Health Equity Fund Round” and you will now see the application. Click on the “apply” button. Review the user and agency information in the box at the top of the application and make changes where necessary.

In the event that you do not qualify to apply for HEF funding, you will be provided information about who to contact with any questions.

Technical Assistance. Technical assistance will be provided for applicants who would like more in-depth training or guidance on how to complete the application. For assistance with the grant management system, contact Markisha Key-Hagan at keyhaganm@bouldercolorado.gov or (303) 441-3146.

For More Information. Applicants are encouraged to contact city staff for assistance as early in the application process as possible, and take advantage of these informational sessions:

- Recording of a technical assistance session for using the Foundant Grant Management System is available online 24/7 at this link: <https://tinyurl.com/c6pb2cde>.
- Health Equity Fund informational session on **June 18 at 1 p.m., on Zoom** at this link: <https://tinyurl.com/4tnketjv>. If you are unable to participate in the webinar, a recording will be available on the [Health Equity Fund website](#).

Applicants may also sign up online for a one-on-one meeting beginning on July 8, 2024, to address specific questions about the application process or program proposal. Click on this [Sign Up Genius Form](#) to sign-up for an appointment.

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