

Asian American Health Initiative (AAHI) COVID-19 Relief Fund for Asian Americans and Pacific Islanders

Introduction

This Request for Proposal is to solicit applications from eligible organizations to provide COVID-19 related services including but not limited to culturally appropriate outreach activities, testing and vaccinations, education, mental health, anti-harassment/anti-hate, and social service support for Asian American and Pacific Islander communities. Organizations are encouraged to develop proposals with partner organizations, however only one organization can be listed as the lead applicant.

Background

The Primary Care Coalition (PCC) is a 501(c)(3) nonprofit organization that envisions a strong, vibrant community that supports all people in achieving healthy lives. Its mission is to improve the health of vulnerable individuals and families by building partnerships and strengthening systems. PCC has strong partnerships with the Montgomery County Government to develop programs that improve the health of the community and reduce inequity. PCC has partnered with the Asian American Health Initiative (AAHI), a division of Montgomery County Government's Department of Health and Human Services. The mission of AAHI is to improve the health and wellness of Asian American communities in Montgomery County by applying equity, community engagement, and data-driven approaches. AAHI's 2020-2030 Blueprint envisions this by providing a framework for planning programs, sustaining meaningful partnerships, and influencing policies to improve health and wellness outcomes.

Despite the increased access to vaccination, according to the Centers for Disease Control and Prevention (CDC), the U.S. has reached over 35 million COVID-19 cases and over 600,000 COVID-19 deaths at the end of July 2021, while only 49 percent of the total U.S. population have been fully vaccinated (Centers for Disease Control and Prevention, 2021). While the pandemic affected all residents, communities of color including Asian Americans and Pacific Islanders have faced significant challenges related to COVID-19 compared to the general population. Social factors such as income, language, immigration status, and insurance status impact how people of color access services, including COVID-19 testing, mental health services, financial assistance, and vaccination.

Montgomery County is one of the most diverse counties in the U.S, with over 50% of the County's population being minorities. Among those, Asian American and Pacific Islander communities account for about 15.2% of the County population.¹ Because of the growing diversity and wide range in language, culture, and socioeconomic status within the Asian American and Pacific Islander (AAPI) communities, providing education and services to people of AAPI descent is more

¹ 2017 American Community Survey & 2019 Population Estimates Program, U.S. Census Bureau

complex and requires custom approaches to reach the at-need communities. The complexity of these needs is exacerbated by the pandemic.

The Primary Care Coalition and Asian American Health Initiative seek qualified service providers to provide culturally and linguistically appropriate education, outreach, assistance to AAPI residents to access vaccines, combat Anti-Asian hate crimes and bias, provide mental health and social services to those who have suffered, and help residents bridge the digital divide when using technology to navigate care and services across the age span.

ELIGIBILITY

To be eligible for a grant award under this program the applicant organization must:

1. Be a corporation, either for-profit or nonprofit 501(c)(3) or 501(c)(4) tax exempt status, including faith-based or religious organizations. Lead applicants may partner with organizations that do not have such status.
2. Provide services in Montgomery County, Maryland. Applicants may be located in other jurisdictions, but the proposed program(s) **must** serve **only** residents of Montgomery County.
3. Be registered and in good standing with the State of Maryland or adjacent jurisdiction. Have all appropriate licenses and insurance consistent with the Primary Care Coalition terms and conditions.
4. Have been continuously delivering one or more culturally- and linguistically competent services to ethnically and economically diverse Asian American and Pacific Islander communities in Montgomery County, MD since July 1, 2020. Organizations formed later than July 1, 2020 are encouraged to partner with established organizations that will be the lead grant applicant and the fiscal agent receiving the fund.
5. Have the ability and capacity to provide services throughout the term of the grant period which ends June 15, 2022.

BASIS FOR AWARDS

A Selection Committee (SC) comprised of 5 members, including 1 PCC representative, 1 AAHI representative, 1 member from the AAHI Steering Committee, and 2 community members, will review proposals and make recommendations for awards. Prior to review by the SC, Primary Care Coalition staff will conduct a technical review of all proposals to ensure all required information has been provided. Incomplete proposals will not be considered by the SC.

Applicants selected for an award will be notified **November 1, 2021**, subject to negotiations of final terms and conditions. The grant period will begin **November 15, 2021**. Unsuccessful applicants may request a meeting to receive feedback on proposals after all grant awards have been distributed. However, that meeting will not change the award outcome.

All awards will be subject to the Primary Care Coalition Terms and Conditions as PCC will be awarding grants to grantees.

FUNDING CATEGORIES

All proposed programs should address at least one of the funding categories listed below. You may select one, multiple, or all of the funding categories. Select all that apply and indicate your selection in the online application (see “HOW TO APPLY” on page 5). These funding categories are for the direct benefit to the AAPI communities. **Funding categories are not ranked by order of importance.** Service examples are not exhaustive. Organizations are encouraged to propose services, within the described funding categories, that can best address the specific needs of the communities they serve. Organizations are **highly** encouraged to include partners, if it creates more impactful programming. However, partnerships are not required.

FUNDING CATEGORY	OUTCOME STATEMENT	SERVICE EXAMPLES
Outreach and Education	Develop and disseminate linguistically accessible and culturally appropriate outreach materials to educate community about COVID-19, spread of infection and vaccination	<ul style="list-style-type: none"> • Providing handwashing techniques in Hindi • Educating about the spread of COVID in Chinese or Hindi
Vaccination and Testing	Provide access to vaccination and disease testing services in language of preference	<ul style="list-style-type: none"> • Flu and COVID vaccine drives • Transportation services to vaccination sites with linguistic services
Social Services	Provide linguistically accessible information and support for critical social services offered by the public and private sectors	<ul style="list-style-type: none"> • Social workers who can help with filing for unemployment, childcare subsidies, rental assistance, etc. • Helping with applying for small business loans
Anti-Asian Bias and Hate Education	Educate and empower AAPI youth and families to stand against anti-Asian violence, hate, and racism and promote protection and safety of all Asian Americans	<ul style="list-style-type: none"> • Workshops to educate about hate crimes and bias • Bystander intervention trainings • Community discussions and guided reflections on the history of anti-Asian racism
Mental Health Services	Reduce stigma around seeking mental health services and encourage people to seek treatment	<ul style="list-style-type: none"> • Workshop on destigmatizing mental health • Multilingual videos on common mental health

		topics and how to seek help <ul style="list-style-type: none"> • Providing counseling services in common Asian languages
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PROPOSAL EVALUATION CRITERIA

<u>CRITERIA</u>	<u>DESCRIPTION</u>	<u>POINTS</u>
A	Background and Program Scope	15
B	Organizational Capacity	20
C	Approach and Workplan	25
D	Intended Outcomes	20
E	Budget	20

AWARDS

This program will make grant awards ranging from \$30,000 to \$200,000. Multiple proposals will receive grant awards, with the aim to have all funding categories addressed. Level of funding awarded will be based on the budget justification, alignment of budget with proposed activities, and organizational capacity to perform proposed activities. Award amount may not be at the level of the budget requested.

PROGRAM TIMELINE

The grant period for AAHI COVID-19 Relief Fund awards will be November 15, 2021, to June 15, 2022.

Key Dates:

- RFP publication date (applications open): September 15, 2021
- Informational Workshop 1: September 22, 2021 from 4:00 PM to 5:30 PM EDT
- Informational Workshop 2: October 2, 2021 from 8:00 AM to 9:30 AM EDT
- Proposal due date: October 15, 2021
- Announcement of Awards: November 1, 2021
- Program start: November 15, 2021
- Interim report: February 3, 2022
- Monthly Meetings: Every organization’s principal or project manager must participate in monthly meetings to report on progress and project metrics. A schedule of meetings will be provided upon program start.
- Program end: June 15, 2022
- Final report due date: July 15, 2022

HOW TO APPLY

Applicants should visit <https://www.primarycarecoalition.org/aahi-covid-19-relief-fund.html> and click the link to create their profile and complete the online application by 11:59 p.m. EDT on October 15, 2021. Organizations may reach out to AAHI CovidRelief@primarycarecoalition.org for assistance in the application process. The online submission should include all required components of the application: narrative proposal including completed workplan and intended outcomes tables, budget worksheet and narrative, and additional attachments.

PROPOSAL INSTRUCTIONS

The online proposal submission will include the following. All applicants must complete all required fields and submit all requested files.

- **Narrative Proposal**

- Background and Program Scope (Up to 500 words)
 - Specify the problem(s) to be addressed
 - Define the scope of these problems using available data
 - Identify the specific population to be served
- Organizational Capacity (Up to 1,000 words)
 - Give a brief history of your organization, including its key programs/expertise
 - Describe your experience with the population to be served
 - Outline your project staffing plan
 - Describe your administrative and financial resources to effectively manage grant awards
- Approach and Workplan (Up to 1,000 words)
 - Describe your strategies and methods to address the identified need
 - Is this a new project? If so, how was the approach developed and why? If this is an existing program, what has been accomplished so far and how will you use this grant to continue, change or expand the existing program?
 - Are there partners that are working with you on this project? If so, who are they, why did your organization choose to work with them and what are their roles? What is each organization's unique contribution? How will this partnership help you increase your reach, capacity, and/or quality of the project?
 - Share your workplan according to the template below

Table 1 Workplan Template (Adapted from the Maryland Department of Health)

Workplan		
Related Project Activity	Person(s) Responsible	Timeframe

- Intended Outcomes (Up to 1,000 words)
 - Define the key outcomes you plan to achieve and explain why they are important measures of progress toward your goal
 - Using the template below, describe the results you are committed to achieving during the grant period and how you will demonstrate your success. Share qualitative and/or quantitative information

Table 2 Intended Outcomes Template

Inputs <i>What resources (staff, technology, partnerships, etc.) will you invest in the program?</i>	Activities <i>What program activities do you have planned?</i>	Outputs <i>What measures will show successful completion of these activities?</i>	Outcomes <i>What meaningful results will these activities and outcomes produce for the community and for the population you serve?</i>
Assumptions <i>What community/environmental factors outside your control will influence program success?</i>			

- **Budget**
 - Completed budget worksheet using the template
 - Budget narrative
 - Explain how you estimated and calculated all costs and how those costs are necessary to the completion of the proposed project within the grant period

- **Additional Attachments**
 - **Current Board of Directors Roster** (*applicable to 501(c)(3) or 501(c)(4) organizations*) or **Leadership Roster** (*applicable to corporations*)
 - **IRS determination letter** (*applicable to 501(c)(3) or 501(c)(4) organizations only*)
 - **Most recent organizational tax return** (*all applicants*)
 - **Role and bio of key staff** (*all applicants*)
 - **Most recent organizational budget** (*all applicants*)
 - **Good Standing Certificate** (*all applicants*)
 - **Insurance Certificates** (*all applicants*)
 - Commercial Liability
 - Workers Comp
 - **Letters of commitment from partner organizations** (*optional*)