

**WEST VIRGINIA
BUILDING RESOURCES IN DIVERSE GEOGRAPHIC
ENVIRNOMENTS (BRIDGE)
REQUEST FOR GRANTEE APPLICATIONS**

GUIDE

Administered by the

Herbert Henderson Office of Minority Affairs

within the

Office of the Governor
State Capitol, 1900 Kanawha Boulevard E.
Charleston, WV 25305

Phone: (304) 356-2023

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Table of Contents

- I. Introduction/Program Overview..... 1
 - A. Overview1
 - B. Grant Administration1

- II. General Grant Process Information.....2
 - A. Organization of the proposal.....2
 - B. Funding priorities.....2
 - C. Caveats and restrictions2
 - D. Application Review Process3
 - E. Submission requirements4

- III. BRIDGE Community-Based Pilot Project..... 4

- IV. Grant Focus Areas5

- V. Program Timeline.....6

- VI. Appendices7
 - Appendix A: Writing Goals and Objectives.....7
 - Appendix B: Evaluation of Grant Requests 9

I. INTRODUCTION

The Herbert Henderson Office of Minority Affairs (HHOMA) “Building Resources In Diverse Geographic Environments” (BRIDGE) Grant fulfills the requirements of House Bill 2724. This law requires that HHOMA establish a community-based pilot project to address poverty, substance abuse, and other social determinants of health; improve community and populations’ health; improve workforce participation; and support economic development through comprehensive community development in rural, suburban and urban communities.

For the initial phase of this project, grants of up to \$25,000 are being made available to local community-level, non-profit agencies and organizations. A college or university may apply for funds to be used for a campus-based or community-based project if the project is confined to the project area as determined by the Executive Director of the Herbert Henderson Office of Minority Affairs. Projects in Phase I **must be located in Kanawha County, West Virginia**, be community-focused and have community member collaboration. Members of the target audience should be involved with the planning and execution of the project. Collaborations that involve targeted community members in the decision making, planning and implementation of projects are more likely to succeed. Proposals that demonstrate good collaboration will achieve a higher rating in the review process and therefore will more likely be funded.

The BRIDGE Grant Program is targeted toward **six *Priority Focus Areas***:

1. Economic Stability
2. Healthcare
3. Social/Community Services
4. Neighborhood Environment
5. Community Living
6. Education

Overview

A total of approximately \$250,000 will be available for Phase I BRIDGE interventions. Requests for funding may be up to \$25,000 per proposal. We intend to fund a minimum of 10 projects based on a competitive review process. The proposed time period for projects must begin on or after January 15, 2020 and end on or before January 31, 2021. **BRIDGE grant funds must not be applied to any activities or expenditures outside this time frame.**

The *Priority Focus Area* guide sheets provide a framework for activities generally thought to be effective and should be consulted. However, the use of creative, non-traditional approaches for addressing the priority areas will be considered.

Grant Administration

Within the West Virginia Office of the Governor, the Herbert Henderson Office of Minority Affairs (HHOMA) is responsible for general administration of the Program.

For information on the BRIDGE Program in general, and/or to receive technical assistance, contact Jill Upson, Executive Director at 304-356-2023.

II. GENERAL GRANT PROCESS INFORMATION

A. Organization of the Proposal

Your proposal should contain the following sections in the order shown. Information on how to complete each section, appropriate format, and maximum page length requirements are detailed in the *BRIDGE Application and Instructions*.

1. Cover Sheet
2. Table of Contents
3. Executive Summary
4. Narrative/Proposal Relevance
5. Scope of Work/Work Plan
6. Capacity for Success
7. Evaluation Plan
8. Plans for Continuation
9. Budget/Budget Justification
10. Attachments/Appendices
11. Letters of Support

B. Funding Priorities

1. Each application must address only one category (economic stability, healthcare, social/community services, neighborhood environment, community living, or education).
2. Priority will be given to applications requesting funds for programs that are currently not funded through other sources. BRIDGE Program funds may not supplant or replace funding for an existing program or project that has had funding from another source.
3. Priority will be given to projects addressing **environmental change** as a primary focus. It has been determined that initiatives that change the physical environment are much more effective than education alone. Please see additional information regarding environmental change in the information section of this guide.
4. It is a requirement that community-based collaboration be demonstrated in BRIDGE Program applications. Such collaboration must be described, and documentation provided as instructed in the application instructions.
5. Goals and objectives should be specific, measurable, and clearly stated.

C. Caveats and Restrictions

1. The Herbert Henderson Office of Minority Affairs reserves the right to fund any or none of the proposals submitted in response to the BRIDGE Funding Announcement.
2. Expenses associated with the preparation and submission of this proposal are solely the responsibility of the applicant organization.

3. Proposals *must adhere* to the following criteria:
 - a. Paper Size: must be 8.5 X 11.0 inches (standard type paper).
 - b. The final proposal **must be typed** with at least 12-point font, and the layout must be single-sided printing with a minimum of .75" margins.
 - c. Page Numbering: all pages must be numbered consecutively. Page 1 may begin with the Table of Contents.
 - d. Format: proposals should adhere as closely as possible to the provided format (see *Application and Instructions*).
4. Applicant fiscal agencies and any consortia member receiving funds must be a not-for-profit community-based organization (**provide non-profit incorporation documentation or 501(c)(3) status**) or be a higher education institution as defined under West Virginia State Code.
5. Applicants must be in good standing with any and all state and local laws and agencies and qualified to register as a vendor to receive funds prior to being funded. Vendor registration instructions available at: <http://www.state.wv.us/admin/purchase/VendorReg.html>.
6. Real property and/or equipment must be titled to a non-profit organization or educational institution. Grant funds may NOT be used for property titled to individuals, except in the case where such use of funds is particularly described in the budget narrative to be a community benefit, and such use is approved in advance by HHOMA.

D. Application Review Process

The BRIDGE Grants Program recognizes that applicants will have different levels of grant writing experience and that there are many different types of projects. Several steps will be taken to make sure that your proposal receives a fair and constructive review.

1. Scoring Criteria (see Appendix B: *Evaluation of Grant Requests* for details):
 - Meets Established BRIDGE Program Priorities and Guidelines (10 points)
 - Executive Summary/Abstract (10 points)
 - Narrative/Proposal Relevance (20 points)
 - Scope of Work/Work Plan (25 points)
 - Community Involvement/Capacity for Success (20 points)
 - Evaluation (10 points)
 - Future Plans (5 points)
2. Proposals will be reviewed by teams consisting of five members comprised of a representative from Marshall University, West Virginia State University, Herbert Henderson Office of Minority Affairs, Charleston City Council, and a community leader from Charleston's west side. The process involves a complete proposal review by each individual team member, a discussion with other team members, and a consensus on a group score for each proposal.
3. A minimum overall score of 60 must be obtained to be considered for funding.

- All applicants will be notified in writing of the funding decisions by the Herbert Henderson Office of Minority Affairs.

E. Submission Requirements

- Submit completed proposal via email to Jill.S.Upson@wv.gov
 *If submitting via hard copy: Please submit one (1) original and four (4) copies (*postmarked on or before December 1, 2019*) of the final proposal in accordance with all BRIDGE Funding Announcement guidelines to:

Jill Upson, Executive Director
 Herbert Henderson Office of Minority Affairs
 State Capitol Building, Room 9R
 1900 Kanawha Boulevard, East
 Charleston, WV 25305

- No changes or additions may be made to a proposal once it is received.

III. BRIDGE Community-Based Pilot Project

Building Resources In Diverse Geographic Environments (BRIDGE) community-based pilot project contains specific objectives to improve the social determinants of health.

LEVELS OF INTERVENTIONS

1. Awareness	Refers to the promotion and/or increased awareness about one of the six (6) BRIDGE priority focus areas. Examples include signs, public awareness/media campaigns, billboard placement, regular newspaper or newsletter articles, etc., related to one or more of the BRIDGE priority focus areas.
2. Knowledge/Skills	Refers to teaching or enhancing skills required to make a positive lifestyle change, and/or providing opportunities to practice new skills and behaviors in a safe setting, as related to one or more of the BRIDGE priority focus areas. Examples include training workshops, lectures, curriculum implementation, etc., related to one or more of the BRIDGE priority focus areas.
3. Environmental Change	Refers to initiatives that change the physical environment in order to improve the social determinants of health as related to one or more of the BRIDGE priority focus areas. Examples include community gardens, bee farms, skate parks, general blight removal.
4. Policies	Refers to establishing and enforcing supportive policies, regulations, ordinances, or laws that improve the social determinants of health as related to one or more of the BRIDGE priority focus areas. Examples include company education/training/certification policies, social service policies, diversion policies.

IV. GRANT PRIORITY FOCUS AREAS

It is the intent to steer applications in these focus areas toward projects that have been shown to be effective at the local level.

Priority Focus Areas are discussed in detail below and are broken out into the following categories:

- A. Economic Stability
- B. Healthcare
- C. Social/Community Service
- D. Neighborhood Environment
- E. Community Living
- F. Education

A. Economic Stability Focus Area

Goal: To improve economic outcomes for residents through employment, upward mobility, and marketability.

B. Healthcare Focus Area

Goal: To improve health outcomes for residents through counseling, treatment, prevention, and harm reduction.

C. Social/Community Service Focus Area

Goal: To improve social and community outcomes for residents through social support, grievance and unmet needs assistance.

D. Neighborhood Environment Focus Area

Goal: To improve neighborhood environment for residents through removal of blight, clean and safe housing structures, and working utilities.

E. Community Living Focus Area

Goal: To improve community living for residents through leisure activities, recreation, gardens, and parks.

F. Education Focus Area

Goal: To improve educational outcomes for residents through adult learning, STEM initiatives, reading/writing/vocabulary learning modules.

V. BRIDGE PROGRAM TIMELINE

Announcement of Grant Application Period.....	October 8, 2019
Application Due Date (delivered or post-marked by).....	December 1, 2019
Grant Award Notification Letters Mailed.....	December 20, 2019
Contract Begins.....	January 15, 2020
Interim Progress Report Due.....	July 15, 2020
Final Progress Report Due.....	February 15, 2021

VI. APPENDICES

Appendix A

Writing Goals and Objectives

Goals and objectives state what your project will accomplish. Specific, measurable, well-written goals, objectives, and activities will be more easily evaluated; thus, evaluation can be built into all aspects of the work plan. In fact, simply tracking the activities within the work plan is an effective evaluation tool.

Goals: A goal describes what you will have accomplished when the project is finished. It is the final product that is gained after all the activities and objectives have been completed. The goal does not explain *how* it will be accomplished but, instead, spells out the specific, measurable change, event, or product that you will have as a result of your project. There should be only one goal that encompasses everything your project is trying to accomplish.

Examples of goals include:

- ❑ 50 high school juniors and seniors will take the AP exam in 6 months.
- ❑ Vacant lot at a location will be an operational skate park in 9 months.
- ❑ 25 residents of the community will be trained and obtain a CDL license.
- ❑ 30 homes will receive façade upgrades and motion-activated floodlights installed.

Objectives: Objectives explain the intermediate steps that must be taken to meet your goal. They essentially lay out the overall, major steps your project will take, based on a set of individual activities that will get you there. Objectives are measurable statements of what behaviors, policies, events, etc., will happen as a result of the program. Each objective should include *who* (the target population or people who are supposed to change), *what* (action or behavior change you want), *how much* (amount of change you want), and *when* (deadline).

For the purposes of BRIDGE, project objectives should be based on priority areas highlighted in the BRIDGE focus areas of economic stability, healthcare, social/community services, neighborhood environment, community living, and/or education.

Each objective should:

- ❑ Be specific.
- ❑ Talk about just one result you want to see.
- ❑ Give a target completion date.
- ❑ Be measurable (how do you know you have achieved your objective?).
- ❑ Be achievable (do you have the manpower, skills, time, etc., necessary?).
- ❑ Be understandable by people working on the project, as well as by those unfamiliar with your project.

Activities: The activities listed under each objective are the individual, short-term action steps or benchmarks that you will be undertaking to meet your objective. The activities provide a roadmap of steps that will be followed in order to accomplish the overall objective. *It may be helpful to think of the activities as a "To Do" list.* Each activity should have a completion date and should logically work toward meeting the objective. It is advisable to list objectives chronologically by completion date, like a *calendar of events*.

Like objectives, activities should also be specific and measurable. Measuring activities can be as simple as counting the number of participants at a specific event and comparing that number to the projected number. Activities can be measured by quantifying the activity. For example, if an activity related to enacting a policy is the writing of the draft policy, completing and having a hard copy of the draft is the measurement (draft completed by X date). With measurable activities, evaluation is built into your work plan. This will provide you with a snapshot and timeline of how you are doing in relationship to meeting your objective.

Activities should:

- ❑ Follow a logical and chronological pattern (listed in order starting with the earliest completion date).
- ❑ Logically show a clear roadmap of how you plan to achieve your objective.
- ❑ Be measurable.
- ❑ Be simple and clear.
- ❑ Be flexible enough to allow for changes if an activity is not working or is not completed by the completion date.

Project Evaluation:

If the goal, objectives, and activities are all specific, measurable, and have a specific completion date, then evaluation is easy. By periodically reviewing the work plan, determining if the activities have been completed as written by the projected completion date, you will have completed an *interim* evaluation. Such a review could be conducted by a steering committee or project leadership team at reasonable intervals during the project period. For example, an eight-month project could be evaluated at 2-month intervals to determine if the proposed activities have been completed, and if not, what changes can be made to ensure the objectives are achieved. Periodic evaluation in this manner allows problems to be recognized and dealt with so that changes can be made, and the project completed on time.

At the end of the project, the final evaluation should clearly demonstrate that the objectives and goal were met. If not, then the evaluation should indicate what specific problems or barriers were experienced. Were the activities and objectives realistic? Were the resources anticipated adequate for the effort? Were there unforeseen obstacles or environmental factors that got in the way? Such an evaluation, regardless of the project's success, can give valuable information for future efforts and lead to better planning.

Evaluation of Grant Requests

The BRIDGE Grant requests will be judged on the following criteria as presented in the grant application:

1. Meets established BRIDGE Program priorities and guidelines (10 points):

- The project is located in Kanawha County, WV.
- The project is shown to be a priority as described in the BRIDGE Program *Guide*.
- The application is submitted in the required format as described in the BRIDGE *Application and Instructions*.
- Includes a Cover Page, a detailed and accurate Table of Contents, and all required attachments.

2. Executive Summary/Abstract (10 points):

- Provides a brief and concise overview of project (reviewer should have a clear understanding of what applicant proposes to do).
- Includes (1) title of project; (2) brief summary of project, including an overview of the goal, objectives, and targeted population; (3) relevance of project to chosen priority focus area objectives; and (4) a very brief overview of how the project will be evaluated.

3. Narrative/Proposal Relevance (20 points):

- Provides a problem statement and demonstrates a clear need for the project.
- Clearly shows how the proposed project will address the unmet need and be successful.
- Uses current and accurate data from reliable sources.
- Uses local data where available and appropriate (community needs assessments, community opinion surveys, focus groups, etc.)
- Target population is defined and appropriate to project and social need.

4. Scope of Work/Work Plan (25 points):

- Project goal and objectives are appropriate, measurable, realistic, and in correct format.
- Project reduces duplication of services by working with existing programs, projects, infrastructure, etc., where appropriate.
- Project has potential for long-term sustainability.
- Work plan activities are realistic, measurable, spaced out along a feasible timeline, and logically and systematically address the objectives.

5. Community Involvement/Capacity for Success (20 points):

- Shows diverse collaborative partnerships appropriate to the project.
- Lists partnering organizations/groups/agencies and provides a brief description of their role in the project (using provided form).
- Members of the target audience are shown to be involved with the planning and execution of the project.
- Includes letters of support and/or Memorandums of Understanding from partners.
- Documents past related experience.
- Demonstrates why/how the agency/group will be able to carry out the proposed activities.
- Illustrates why the proposed project will be successful.

6. Budget/Budget Justification (not scored - Approved, Conditionally Approved, Modified, Not Approved)

- Budget is realistic, reasonable, and provides the potential for a successful and sustainable program.
- Follows provided format and guidelines.
- Justification is complete and detailed with appropriate breakdown of expenditures.

7. Evaluation (10 points):

- Evaluation is built in to work plan
- Evaluation plan/summary is well defined, realistic, and appropriate for meeting the objectives and determining success of the proposed program.

8. Future Plans (5 points):

- Summarizes how the proposal will continue, if appropriate, after the first year of funding.
- Shows long-term sustainability of effort if appropriate.