NC COUNTS COALITION

Healthier Together:
Health Equity Action Network

Community Outreach Grants
Questions and Answers for This Evening’s Webinar

• Please submit your questions in the Q&A box at the bottom of your screen
• If we are unable to answer your questions during this webinar, we will follow-up with a Q&A reference sheet
• This webinar is being recorded and will be on NC Counts Coalition’s YouTube page: http://bit.ly/NCCCountsYouTube
Agenda

• Introduction of NC Counts Coalition
• Overview of Healthier Together
• Community Outreach Grants
• Q&A
NC Counts Coalition is a nonpartisan, nonprofit 501(c)(3) organization committed to building a healthy, just, and equitable North Carolina through cross-sector partnerships that advance systemic solutions for communities facing systemic barriers, including BIPOC communities, LGBTQ+, low-wealth, immigrant, and other communities.

Our organizing infrastructure is rooted in equity and with our partners we work collectively to reduce silos, maximize resources and incorporate diverse voices with the intention to shift power dynamics and create systemic change that achieves a healthy, just and equitable North Carolina.
Census → Vaccine Equity
Immediate: Vaccine Equity

• Build and Earn Trust between nonprofit/grassroot orgs & Trusted Messengers

• Education and Outreach

Long-Term: Advance Health Equity
Healthier Together – Approach & Strategies

• Grassroot Initiative
• Leverage expertise of trusted messengers
• Regional Approach
  o Healthier Together Senior Director
  o Health Equity Managers
  o Health Equity Field Directors
• Grant Program for grassroots organizations
NC Counts Coalition is Hiring – Healthier Together

Regional Health Equity Field Directors – Regions 2 and 3

Build and lead regional campaigns of large scale, face-to-face community outreach to earn trust, build vaccine confidence, and connect individuals to vaccine providers and events in locations trusted by and accessible to BIPOC communities.

Regional Health Equity Operations Managers – Regions 2 and 3

Develop and implement education and outreach initiatives and tactics to increase equitable access for the COVID-19 vaccine in BIPOC communities. Managers will help translate demand into action, maximizing the speed and volume at which COVID-19 vaccines are distributed among BIPOC communities.

Bilingual candidates are encouraged to apply!

https://ncccounts.org/employment-opportunities
Section 2 – Grant Application Process

- You must submit your grant through the online portal

   Tip: You may want to type your answers in a Word document first and then copy and paste over to the online application. The online application will not save your work.
## Section 2 – Grant Application Process

### Timeline for Grant Submissions and Review

<table>
<thead>
<tr>
<th>Event Description</th>
<th>Date(s)</th>
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<tbody>
<tr>
<td>Begin Accepting Proposals</td>
<td>April 27 – May 14</td>
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<tr>
<td>Deadlines for proposals</td>
<td>May 14 at 11:59 pm</td>
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<tr>
<td>Review of Applications by the Healthier Together Grant Review Committee:</td>
<td>May 17 - 21</td>
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<tr>
<td>- Proposals will be reviewed and scored by the grant review team, follow-up one-on-ones scheduled as necessary</td>
<td></td>
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<tr>
<td>Applicants will be notified and grant agreements sent</td>
<td>Week of May 24</td>
</tr>
<tr>
<td>Grantee Cohort Convenings</td>
<td>NC Counts will host a mandatory onboarding meeting with grantees. Additional meetings TBD.</td>
</tr>
<tr>
<td>Work Begins</td>
<td>7 days after organizations receive funding&lt;br&gt;• NC Counts Coalition will disburse grant funds to organizations with fully executed contracts within 7 days of receipt of funds from the State of North Carolina</td>
</tr>
<tr>
<td>Contracts end</td>
<td>August 31, 2021</td>
</tr>
<tr>
<td>Final narrative and financial reports due</td>
<td>September 30, 2021</td>
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</tbody>
</table>
Section 3 – Priorities

• Funded Activities
  ➢ Activities that will ensure as many individuals from prioritized HMP communities are vaccinated as possible
  ➢ This is not a grant for marketing and advertising, it is for outreach!
  ➢ We will fund direct contact strategies

• Examples of what cannot be funded through this grant:
  ➢ Billboards
  ➢ Website management services
  ➢ Participation in meetings
  ➢ Participation in media events and/or interviews
  ➢ Regranting of funds
Section 3 – Priorities

Grant Amounts

- Up to $500,000 will be distributed through this grant opportunity
- $5,000 - $20,000 For an individual
  - Collaborative grants – up to $50,000
- Focus on groups already doing COVID-19 outreach
Other grant opportunities

- For updates from NC Counts Coalition about other grant opportunities, join the Coalition!
- https://nccounts.org/get-involved
Organization Status

• Must be 501c3
  ➢ Organizations without a 501c3 status may apply through a fiscal sponsor
  ➢ If your organization does not have a fiscal sponsor and is not a 501c3, please contact NC Counts Coalition before applying!

• NC Counts Coalition WILL NOT FUND 501c4 organizations
Section 3 – Evaluation

Organizational Considerations

• Relationship and Experience – Provide a clear statement / example of how you are connected to the community you are going to serve

• Capacity – We want to know that you have the capacity to take the work on, or that you will be using the grant funding to add capacity to take the work on. Tell us who will be managing and implementing your program.

• Representation - Organizational and/or project leadership is reflective of the community the proposal is focused on (Racially, ethnically, economically and geographically)

• Budget Size – Priority will be given to small organizations with budgets less than $500,000.00
Section 3 – Priorities

HMPs who face barriers to vaccine access

This grant opportunity will focus on the following historically marginalized populations due to 1) availability of COVID-19 vaccination data, and 2) trends in vaccination uptake:

- Black/African American
- American Indian/Alaskan Native
- Latinx/Hispanic
- High poverty and low wealth communities

Groups may prioritize any eligible age group within the priority communities.
Section 3 – Priorities

Geography

Priority will be given to applicants working in counties with high proportions of historically marginalized populations who are not yet vaccinated and high social vulnerability. Priority counties based on data as of April 20th, 2021 are:

- Region 1: Cherokee, Graham
- Region 2: Forsyth, Guilford
- Region 3: Anson, Mecklenburg
- Region 4: Durham, Vance, Wilson, Wake
- Region 5: Cumberland, Hoke, Montgomery, Richmond, Robeson, Sampson, Scotland
- Region 6: Duplin, Edgecombe, Greene, Hertford, Lenoir, Onslow, Pitt, Wayne

*** Organizations from any county may apply, but first priority will be given to organizations doing work in priority counties.
Goals

• There MUST be clear metrics!

  • Tell us what you will, who you will serve, how many people you will serve and how you will measure success

• The more specific, the better!

  • Ex. We will use our organization’s client list and call 1000 people (African American and Latinx) who reside in census tract 13.03 in Durham County between June 15 – June 16 to schedule vaccine appointments. Through this tactic we will schedule at least 500 people for a vaccine appointment.

  • We will canvass 2000 homes in tract 13.03 in Durham County between June 15 – June 20. We will schedule appointments where possible and leave vaccine information at every home. We will aim to schedule at least 500 appointments through this tactic. This tract is 10% Latinx and 15% Black.

  • Our organization has 1,000 followers on Facebook. We will engage at least 500 viewers during a webinar hosted by Dr. XYZ who will dispel myths about the J & J vaccine.
Alignment

• We encourage collaboration!
• If this is a collaborative proposal, let us know the participating orgs and the role they will play
  ➢ Also, if your proposal is sharing funds among several organizations, let us know!
• If you are submitting a collaborative proposal, please use the average of all organizations’ budget sizes
  ➢ Feel free to share more details in your proposal narrative if the average is more than $500,000.
Section 3 – Evaluation

Tactics

• **Targeted** tactics to the prioritized historically marginalized populations

• The more specific, the better!
  
  • Best Practice Example – Tell us the exact Census tracts that you will target
  • Best Practice Example - Include the demographics of the tract that you will target
  • Best Practice Example - If you are targeting the Census tract because of the rate of high poverty in that tract, tell us that!
Example of deliverables for direct contact strategies

<table>
<thead>
<tr>
<th>For direct contact methods, complete the chart below:</th>
<th>Cost Per Unit $</th>
<th>Goal #</th>
<th>Total $</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>(message/contact/etc)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Live Calls (live calls to strong numbers, ~$0.62)</td>
<td>.75</td>
<td>1,000</td>
<td>750</td>
</tr>
<tr>
<td>Door Canvassing (canvass to walkable doors, ~$2.50)</td>
<td>2.00</td>
<td>2500</td>
<td>5000</td>
</tr>
<tr>
<td>SMS/Text (ThruText/Relay, ~$0.06)</td>
<td>.15</td>
<td>10000</td>
<td>1500</td>
</tr>
<tr>
<td>Relational Organizing (~$4.00)</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Event-based contacts (event cost/contacts)</td>
<td>250</td>
<td>4</td>
<td>1000</td>
</tr>
<tr>
<td>Site-based contacts (help centers, etc)</td>
<td>.50</td>
<td>1500</td>
<td>750</td>
</tr>
</tbody>
</table>

Example Budget:
- Live Calls $750
- Door Canvassing $5,000
- SMS / Text $1500
- Events $1000
- Site canvass $750
- Travel $250
- Printing $1000
- Project Directors $4000

(2, 15-20 hrs week)
BUDGET

• NC Counts Coalition will provide a budget template, but you do not have to use it

  ➢ You can use your own budget template as long as the information is there

• You may add up to 10% on top of your expenses to cover reasonable administrative costs

  ➢ Example: Accounting, Attorney fees, facility space / office space
A few last things…

- Organizations will receive 50% upfront
- Organizations will have to submit monthly invoices
- Character Limit
  - 750 with spaces
  - 2500 with spaces

  o Describe your organizations’ work towards promoting community engagement and/or health equity, such as previous Census outreach, voter registration or mobilization, community organizing, health services provided, public education, etc. Share one example of a set of goals and results you were able to achieve.

  o Describe the strategies and activities your organization will employ to increase vaccine equity and how you will measure success. Describe staffing and resources you have or will have for this project.

  o If you are proposing an outreach tactic not included above, please tell us more about the outreach tactic, how many people you will engage through the tactic and the cost.
Questions and Answers

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Questions?

Tandra Byrd at tandra@ncccounts.org

Please use this subject line in your email:

[ORGANIZATION NAME] HealthierTogether1_RFP.