



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/NCCountsYouTube>

Agenda

- Introduction of NC Counts Coalition
- Overview of Healthier Together
- Community Outreach Grants
- Q&A



About NC Counts Coalition

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

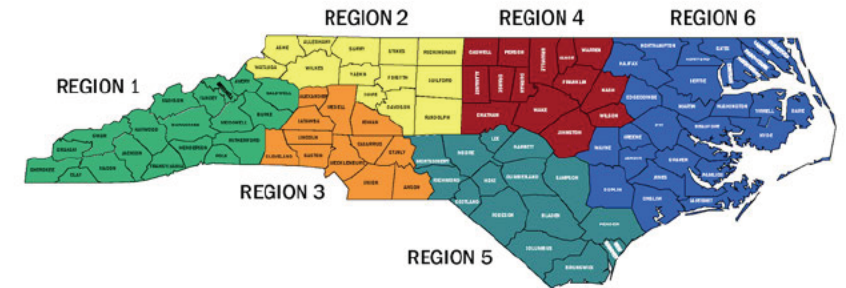
- Build and Earn Trust between nonprofit/grassroot orgs & Trusted Messengers
- Education and Outreach

Long-Term: Advance Health Equity

Healthier Together – Approach & Strategies

- Grassroot Initiative
- Leverage expertise of trusted messengers
- Regional Approach
 - Healthier Together Senior Director
 - Health Equity Managers
 - Health Equity Field Directors
- Grant Program for grassroots organizations

NC Medicaid Managed Care Regions
Statewide Managed Care Launch: Feb. 1, 2020





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://nccounts.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

Begin Accepting Proposals	April 27 – May 14
Deadlines for proposals	May 14 at 11:59 pm
<p>Review of Applications by the Healthier Together Grant Review Committee:</p> <p>- Proposals will be reviewed and scored by the grant review team, follow-up one-on-ones scheduled as necessary</p>	May 17 - 21
Applicants will be notified and grant agreements sent	Week of May 24
Grantee Cohort Convenings	NC Counts will host a mandatory onboarding meeting with grantees. Additional meetings TBD.
Work Begins	<p>7 days after organizations receive funding</p> <ul style="list-style-type: none"> 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
Contracts end	August 31, 2021
Final narrative and financial reports due	September 30, 2021

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>

Get Involved

The success of NC Counts Coalition depends on active cross-sector collaborations and collective action among grassroots organizations, nonprofits, advocates, public systems, philanthropy, and community members.

Join us as we build a healthy, just and equitable North Carolina!

FOR ORGANIZATIONS FOR GOVERNMENT FOR BUSINESSES FOR INDIVIDUALS

We invite organizations who support our mission and align with our values to join NC Counts Coalition! Membership is completely free and every new member makes our collective impact stronger. Your level of participation in the coalition is completely up to you, we always welcome active participants!

Please fill out the form below and a Coalition team will then contact you with further information.

Section 3 – Priorities

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

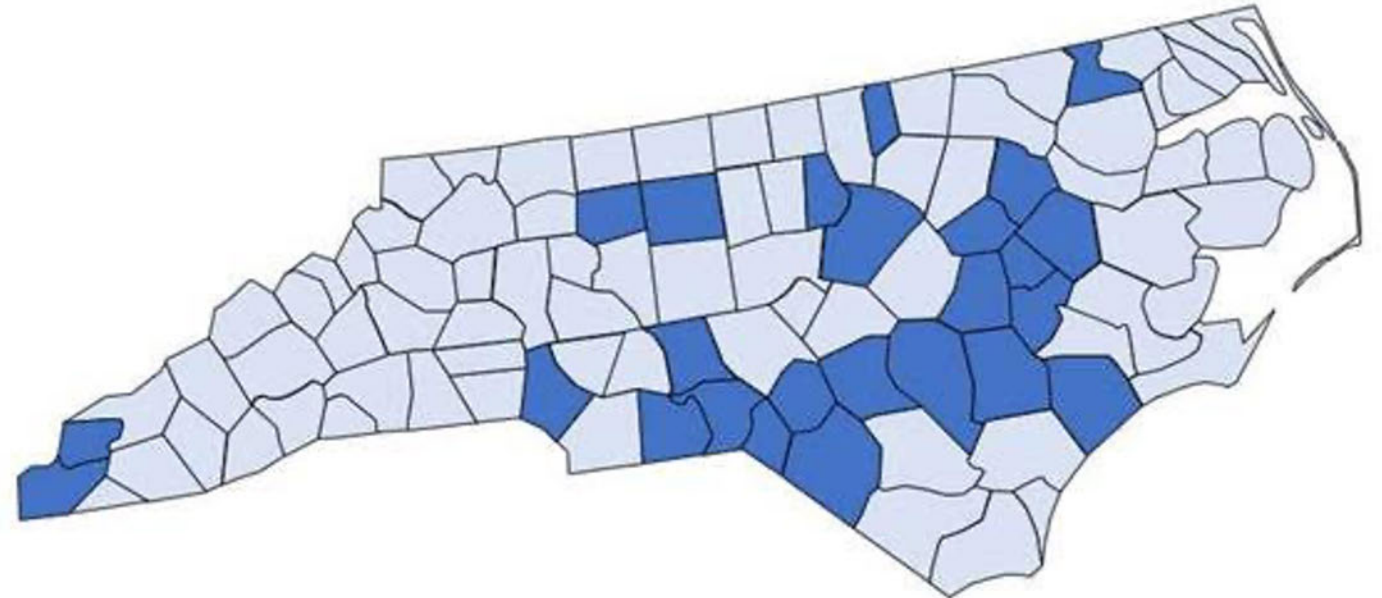
Groups may prioritize any eligible age group within the priority communities.

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.

Section 3 – Evaluation

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.



Section 3 – Census Tract Tool

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.

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!

Section 3 – Evaluation

Example of deliverables for direct contact strategies

For direct contact methods, complete the chart below:

	Cost Per Unit \$ (message/contact/etc)	Goal #	Total \$
Live Calls (live calls to strong numbers, ~\$0.62)	.75	1,000	750
Door Canvassing (canvass to walkable doors, ~\$2.50)	2.00	2500	5000
SMS/Text (ThruText/Relay, ~\$0.06)	.15	10000	1500
Relational Organizing (~\$4.00)			
Event-based contacts (event cost/contacts)	250	4	1000
Site-based contacts (help centers, etc)	.50	1500	750

Other Outreach Strategies *

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
 - 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.
 - 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.
 - 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.

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Questions?

Tandra Byrd at tandra@nccounts.org

Please use this subject line in your email:

[ORGANIZATION NAME]
HealthierTogether1_RFP.