



JOHN REX
ENDOWMENT

Request for Proposals (RFP)

The Connection of Social Determinants to Children's Health and Well-being

**Letters of Intent
due February 12, 2019**

About the John Rex Endowment

The John Rex Endowment supports an environment where children and families in greater Wake County live healthy lives. Guided by the belief that all children should reach their full potential, the John Rex Endowment works with the community to support the physical, mental, and emotional well-being of children.

The John Rex Endowment's work is guided by our [Strategic Roadmap](#) and our desired impact to ensure children and their families are safe, healthy, and living to their full potential.

QUESTIONS?

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Key Dates in Application Process

January 17, 2019 at 1:00 PM EST	Informational webinar (register here)
February 12, 2019 at 11:59 PM EST	Letters of Intent (LOIs) due
Week of February 18, 2019	John Rex Endowment notifies LOI applicants and invites full applications for consideration
April 9, 2019 at 11:59 PM EST	Applications due
No later than May 31, 2019	Applicants notified if submission is advancing to review by Board of Directors
No later than June 15, 2019	Applicants notified of funding decision
July 1, 2019 or later	Grant start dates

Overview and Background

The John Rex Endowment recognizes that all children need safe places, healthy food, quality education, and healthy surroundings. More than genetics, these and other environmental conditions—often referred to as [social determinants of health](#)—can make it easier or more challenging for children and their families to be safe, healthy and living to their full potential.

The John Rex Endowment has long provided support and grantmaking to strengthen the environments in greater Wake County where children and their families can live healthy lives, and has increasingly supported work that addresses social determinants of health.

To set the direction for our future work, the John Rex Endowment worked closely with our grantees, other partners, and community representatives over the past 18 months to learn from their expertise and better understand the pressing needs facing children and their families. We engaged with the [North Carolina Institute of Public Health](#) to explore the social determinants of health in Wake County and identify their impact on children and families. They interviewed 36 community stakeholders and assessed various frameworks and peer foundations' approaches. The project resulted in two resources:

- A [map](#) of 12 key indicators to geographically identify assets and areas with higher opportunity for improvements.
- An [analysis](#) of community stakeholder perspectives on Wake County's most pressing issues, available assets, and known challenges related to social determinants of health.

This comprehensive assessment and the results of our new [Strategic Roadmap](#) informed our decision to address social determinants of health in the first funding opportunity of 2019.

What We Will Fund: Guidance and Criteria

The John Rex Endowment is seeking proposals from organizations or teams of organizations that address social determinants of health, especially those identified by community stakeholders as critical needs for improving child health and well-being while also strengthening long-term capacity for addressing these determinants.

In order to be considered for funding, we will evaluate Letters of Intent (LOIs) based on the following:

- Address the social determinants of health that align with one or more of the themes identified in the report [“Exploring Social Determinants of Health in Wake County”](#) and demonstrate an understanding of the connection to child health and well-being.
- Include authentic collaboration with key partners, as relevant, to the proposed work and their commitment to the development of an application, if invited.
- Intentionally engage community residents, as relevant, to the proposed work.
- Demonstrate the need for the project using data to support the case and describe why you are recommending this proposed approach.
- Commit to long-term sustainability by building organizational capacity, shaping community policies and environments, and/or supporting system-level improvements. See the John Rex Endowment’s explanations of these [opportunities for change](#).
- Fit with the John Rex Endowment’s [guiding principles](#) that focus on prevention; support promising and/or proven practices; address the connected factors that influence children’s well-being; and commit to and deepen an understanding of health equity. For additional information on promising and proven practices, see the section “Supporting Information.”
- Align with John Rex Endowment’s [Strategic Roadmap](#) priorities to develop and strengthen:
 - Courageous champions for children who will stand up and stand together to make tough decisions and take bold actions on their behalf.
 - Strong organizations working together across sectors to address the needs of children and their families.
 - Community settings where children and their families thrive.
- Prioritize vulnerable Wake County children and their families.

Funding Path Options: Planning Grant or Implementation Grant

The John Rex Endowment offers applicants the opportunity to apply for one of two types of grants: Planning Grants or Implementation Grants.

PLANNING GRANTS

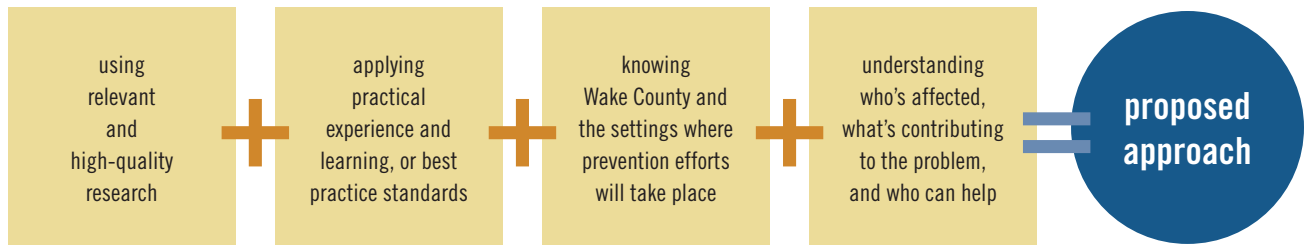
Preparation and strategic design is important to a project, but sometimes there is not the time, resources, and/or expertise to develop a thoughtful and actionable plan, particularly when starting something new. Therefore, planning grants provide for support to develop comprehensive action plans. These may be most useful when:

- Time is needed to build trust and to engage with community members experiencing health disparities in order to determine (a) the specific neighborhood or target population, (b) the most pressing need and/or (c) how to best support their authentic engagement in the work.
- The most appropriate intervention and utilization must be determined to effectively implement the intervention.
- A group of organizations wishes to implement a policy advocacy strategy together and requires time to collaboratively develop a plan for doing so.

IMPLEMENTATION GRANTS

Those organizations with a developed and actionable plan, based on promising and proven interventions or practices, may apply for an implementation grant. These may be most useful when:

- A new and more effective prevention strategy is identified, but funding is required to support staff training, purchase needed materials and resources, and carry out an evaluation.
- A group of organizations is collaborating to implement a new project that uses various strategies working in combination to address social determinant/s in a specific neighborhood.
- An ongoing, proven intervention needs additional resources to more deeply and authentically engage community members who are experiencing related challenges.



Demonstrating the need for the project includes showing that the funding path you have selected is appropriate based on how much you've already examined the situation versus how much analysis is yet to be done. For additional information on choosing a funding path, see the section "Supporting Information" on page 10.

Application Process and Key Dates

Our grant review and award process:

- ▶ The first stage of the application process is to submit a Letter of Intent (LOI). LOIs are reviewed by the John Rex Endowment staff. Applicants will either be invited to submit a full application or their LOI will be denied for this application period. Applicants are typically notified of the review decision and given feedback regarding the review process within 10 business days of the LOI deadline.
- ▶ Invited, full applications are reviewed by the John Rex Endowment's Health Improvement Committee who recommend which applications proceed to the Board of Directors. Applicants will be notified of their status following the committee's review in May 2019.
- ▶ The committee presents those applications recommended for funding to the John Rex Endowment Board of Directors for award consideration. Applicants will be notified of status following the board meeting in June 2019.

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The John Rex Endowment uses an online grant application and management system. First-time users of the system must register in order to [Apply Online](#). First-time users should complete the registration process early and become familiar with the system. See the [guidelines and tips for using our online grant management system](#) on our website. It is not necessary to register more than once if you have previously set up an account.

Letters of Intent and applications received by the John Rex Endowment after the deadline will not be considered for this funding opportunity.

Grant Size and Term

The John Rex Endowment has approximately \$1.5 million available for new grant awards in this funding opportunity. In our experience, planning grant awards range from \$40,000 to \$150,000 and typically last six to 18 months. Implementation grant awards average between \$300,000 and \$600,000 with a grant term of two to four years. We expect applicants to submit grant budgets and proposed timelines that are realistic for the type of grant for which they are applying.

Eligibility for This Funding Opportunity

The John Rex Endowment provides grants to 501(c)(3) nonprofits designated as public charities, government agencies and colleges/universities. Organizations must be based in Wake County or show how their work impacts the health and well-being of Wake County children. Coalitions comprised of representatives from multiple organizations, or two or more organizations who wish to collaborate on a project, are eligible and encouraged to apply. Collaborating organizations must designate a lead organization. Applicants who do not have 501(c)(3) status must designate a fiscal sponsor, and fiscal sponsors must have 501(c)(3) status or be a government agency or college/university. A fiscal sponsorship Memorandum of Understanding (MOU) is required. Grant awards will not be made to, or on behalf of, individuals.

Questions

If you have questions, we invite you to [register here](#) for the January 17 informational webinar or access the John Rex Endowment's [Commonly Asked Questions](#) or contact Program Officer, Gladys Hairston (gladys@rexendowment.org or 919-838-1110 x6).

Supporting Information

PROMISING AND PROVEN PRACTICES

The John Rex Endowment prefers to invest in proven interventions (or programs) and practices (or approaches) that use the most relevant and high-quality findings in research and combine it with: 1) practical experience and learning, or widely accepted best-practice standards; 2) knowledge of Wake County and the setting/s where prevention efforts will take place; and 3) an understanding of who's affected, what's contributing to the problem, and who can help.

However, sometimes high-quality research may not be available or is limited, or there may not be a proven intervention or practice that is the right fit for the prevention work you've identified. In those cases, the John Rex Endowment will support promising interventions or practices using other forms of evidence (e.g., accepted best practice, practical experience, and application of theory).

A Proven Intervention is a defined curriculum or set of practices that, when implemented as a whole, have been strongly demonstrated through research or evaluation to achieve a particular outcome or set of outcomes. Key to implementing proven interventions well is that the curriculum or set of practices is executed as designed (that is, executed completely as it was intended by the original source of the intervention or program).

Proven Practices are techniques or approaches that have been strongly demonstrated by research or evaluation to individually result in a particular outcome or set of outcomes. Key to implementing proven practices well is that the techniques or approaches are implemented according to the specific protocol designed by the original source of the practice.

The quality of research evidence for specific interventions or practices depends on a variety of factors, including but not limited to the quality of the research or evaluation methods (e.g., is a cause-and-effect relationship established?), the volume of evidence (e.g., has the research been repeated and the results replicated?), and the generalizability of the results (e.g., has the intervention or practice been implemented in a wide variety of communities, settings, or populations?). The John Rex Endowment considers an intervention or practice to be proven if: (1) it has been systematically reviewed (an analysis of multiple research studies or evaluations has been conducted) by a respected authority or in a peer-reviewed journal, and (2) the research evidence shows an impact on a specific outcome or set of outcomes, instead of, for example, something that is generally good for children.

Social Determinants of Health are [the] conditions ...in which people are born, live, learn, work, play, worship, and age that affect a wide range of health, functioning, and quality-of-life outcomes and risks. Conditions (e.g., social, economic, and physical) in these various... settings (e.g., school, church, workplace, and neighborhood) have been referred to as "place." Understanding the relationship between how [people] experience "place" and the impact of "place" on health is fundamental to the social determinants of health....

From [Healthy People 2020](#)

CHOOSING A FUNDING PATH

This list will help you figure out if applying for a planning grant or an implementation grant is most appropriate for you. The more checkmarks, the greater the likelihood that your project is “ready” for an implementation grant. On the following page is a decision tree that sums up how to use this checklist in choosing to apply for a planning or an implementation grant.

Examining the Situation

- Do you have access to and have you analyzed community data about your specific social determinant/s of health focus that tells you the level of the problem in Wake County? Hint: A good place to start is the [map and webinar exploring social determinants of health available](#) on the John Rex Endowment website.
- Do you have information from community or state data, your own organizational data, or general research on the topic that tells you who is affected by the problem, where and when they are affected, and why (i.e. what is contributing to the problem)?
- Do you know who else—specific individuals or other organizations—is already working to address this problem locally, regionally, or statewide and/or who might have a shared interest in working with you?
- Do you know what resources or efforts already exist either in your organization or in the community that help to prevent the problem?

Developing a Plan

- Have you determined what kinds of changes might best prevent the problem?
- Is there agreement on the specific longer-term outcomes you wish to achieve, that is, the changes you wish to bring about as a result of your efforts?
- Have you gathered research and information to help you identify and prioritize possible approaches to address these factors and to ensure that your proposed solution is effective, practical, reasonably budgeted, the right fit for your organization/s, and the right fit for Wake County? This should involve reviewing research but can also include speaking with other organizations or communities who’ve addressed the problem or seeking the guidance of experts.
- Have you involved or solicited input from multiple voices that have a stake in the proposed solution? Often organizations might include organizational leadership and staff, or community partners in the planning process. Just as important, organizations should find meaningful ways to include community residents. You might also consider involving persons who you feel have influence and can either help or hinder a new effort.
- Have you determined what assets or supports you already have in place that will contribute to your success? Likewise, have you identified what gaps or barriers exist that might limit your success?
- Have you thought through what shorter-term outcomes will be necessary, in other words, the smaller changes that will serve as stepping stones to achieving your longer-term outcomes? Have you identified the activities—the things you will do—in order to bring about these changes? Have you determined who will be responsible for carrying out these activities?

CHOOSING A FUNDING PATH: DECISION TREE

**Have you completed all aspects of
“Examining the Situation” and
“Developing a Plan”?**

No, very little or none.
We recommend that you apply for a planning grant. You can ask for grant support to both help you examine the situation and develop a comprehensive plan.

No, I’ve examined the situation but haven’t developed a plan.
We recommend that you apply for a planning grant. Your grant request should focus on the work you need to do to develop a comprehensive plan.

I’ve done some work to examine the situation, and some work to develop a plan.
Your situation is not unique. You need to decide whether or not you’ve done enough of the work outlined in “Examining the Situation” and “Developing a Plan” to confidently submit an implementation grant application.

Yes!
It sounds like you are ready to implement. We recommend you apply for an implementation grant.

This will give you more time, and the support, to carry out all of these important tasks that make up developing a comprehensive plan.

There may be some final aspects you’ll need to take care of during the application process.

Apply for a
PLANNING GRANT

Apply for an
IMPLEMENTATION GRANT

SITES FOR SUPPORTING INFORMATION

John Rex Endowment

Commonly Asked Questions

<https://www.johnrexendowment.org/apply-for-a-grant/commonly-asked-questions>

Guiding Principles

<https://www.johnrexendowment.org/about-us/mission-statement>

Opportunities for Change

<https://www.johnrexendowment.org/what-we-fund/opportunities%20for%20change>

Resources for Applicants and Grantees: Online Grant Management System, Terms and Tips

<https://www.johnrexendowment.org/apply-for-a-grant/application-forms-resources>

Social Determinants of Health Assessment, Ten Themes, Story Map, Webinar

<https://www.johnrexendowment.org/learning/mapping-sdoh-webinar-available-online>

Strategic Roadmap

<https://www.johnrexendowment.org/what-we-fund/strategic-roadmap>

Working Definitions for Applicants and Grantees

<https://www.johnrexendowment.org/apply-for-a-grant/application-forms-resources>

CDC's "Social Determinants of Health: Know What Affects Health"

<https://www.cdc.gov/socialdeterminants/>

Healthy Places by Design

<https://healthyplacesbydesign.org/essential-practices/>

Heartland Alliance's Research & Policy resources

<https://www.heartlandalliance.org/get-informed/research-policy-landing>

North Carolina Institute for Public Health

<https://sph.unc.edu/nciph/nciph-home/>

Robert Wood Johnson Foundation's County Health Rankings & Roadmaps "What Works for Health"

<http://www.countyhealthrankings.org/take-action-to-improve-health/what-works-for-health>

Wake County Population Health Task Force Report, 2018

<http://www.wakegov.com/humanservices/data/Documents/2018%20Population%20Health%20Task%20Force%20Report.pdf>