



— REQUEST FOR APPLICATIONS —
Seeking Strategic Partners in Policy Advocacy
February 1, 2023 | \$10,000 - \$75,000/year

Overview

As a community health foundation, the [Partnership for Better Health](#) strives to serve as a catalyst, advocate and collaborator to establish health as a shared priority, toward ensuring that everyone has what they need for good health. The purpose of this Request for Applications is to build the capacity of one or more strategic partners in policy advocacy efforts aligned with the foundation’s policy priorities. One-year grants of \$10,000 to \$75,000 are available to support this work and applications are due by **February 1, 2023**.

Background

The Partnership for Better Health’s mission is to champion and invest in ideas, initiatives and collaborations that improve the health of the people and communities in our region. We work closely with key stakeholders throughout Central and Western Cumberland County, Perry County, Northern Adams County and Greater Shippensburg.

From its beginning, the foundation has engaged in the public policy process to support sound health policies and the advocacy efforts of community agencies. This work is guided by the foundation’s Community Policy & Engagement Committee, which is comprised of health care professionals, scholars, lobbyists and government officials. Our goals are threefold:

- Serve policymakers and the public by providing reliable, accessible information on timely health policies;
- Advocate for improved health policies at the local, state and federal levels; and
- Support the development of area nonprofits to advocate.

Policy advocacy is a key component of a systems change approach.

***Systems Change Solutions** are systemic (comprehensive) strategies that are designed to improve all aspects of how a set of organizations, institutions or a system works. These types of strategies have the opportunity to impact a larger population and often result in lasting changes that ultimately benefit the targeted population. Changing systems can be considered a sustainable strategy because it often results in policy changes within an environment, program or practice.*

In recent years, the foundation has awarded grants to nonprofits related to policy advocacy, including addressing health insurance coverage, oral health, and recovery and substance use. This Request for Applications is intended to increase our consideration of policy advocacy grant requests and provide guidance on successful applications.

Resources to Guide 501(c)(3) Organizations on Ways to Lobby and Advocate

Lobbying is legal and can be one of the most effective ways for your nonprofit to advance your mission. Federal law allows 501(c)(3) public charities (including houses of worship and public foundations) to lobby within generous limits. If your 501(c)(3) has not conducted policy advocacy or lobbying, the four resources below may answer many of your questions.

1. Practical Guidance: What Nonprofits Need to Know About Lobbying in Pennsylvania

- <https://bolderadvocacy.org/resource/practical-guidance-what-nonprofits-need-to-know-about-lobbying-in-pennsylvania/>

2. More Advocacy Tools & Resources for Nonprofits in Pennsylvania

- <https://bolderadvocacy.org/state/pennsylvania/>

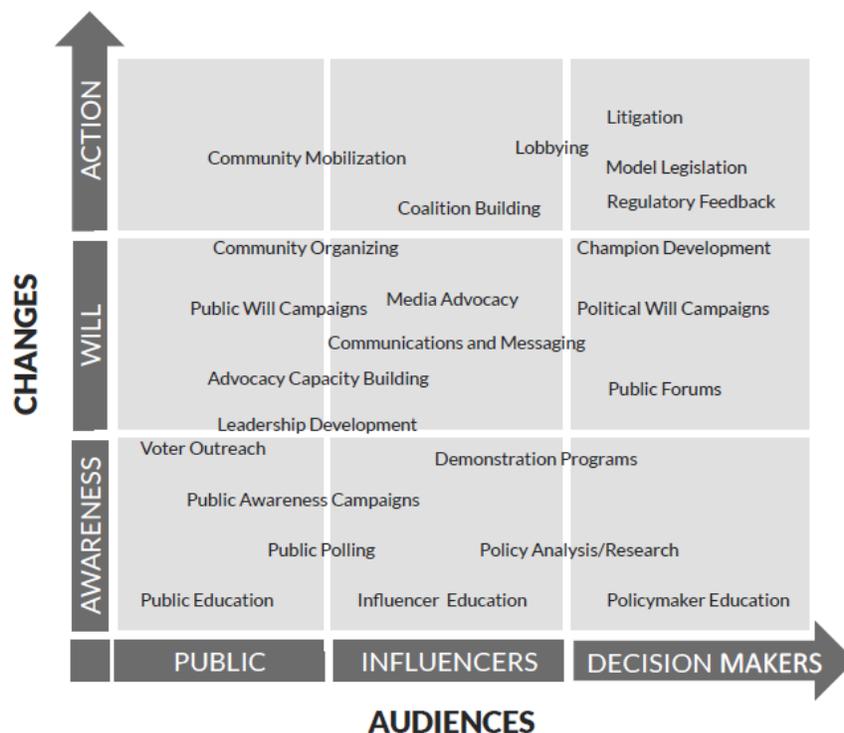
3. The Advocacy Strategy Framework: A Tool for Articulating an Advocacy Theory of Change

- <https://www.evaluationinnovation.org/wp-content/uploads/2015/03/Advocacy-Strategy-Framework.pdf>

4. Advocacy that Builds Power: Transforming Policies & Systems for Health & Racial Equity

- <https://www.evaluationinnovation.org/wp-content/uploads/2021/04/Advocacy-that-Builds-Power.pdf>

Policy advocacy and lobbying can take many forms. The image below illustrates the variety of advocacy strategies based on the change desired by a target audience. When completing your grant application, you may find it helpful to use this resource to shape your Program Logic Model and frame your overall application:



The framework first appeared in Coffman, J. (2008). *Foundations and Public Policy Grantmaking*. Paper prepared for The James Irvine Foundation.

You may want to consult your legal counsel for guidance on lobbying. In general, lobbying includes communicating directly with legislators on *specific* legislation concerning your views on such legislation, or, communicating to the public on *specific* legislation concerning your views on legislation and asking them to take action.

Project Focus

This Request for Applications seeks to build the capacity of one or more strategic partners to conduct policy advocacy efforts aligned with one or more of the foundation's policy priorities below:

- [Housing for All: Health Begins with Homes](#)
- [Raise the Minimum Wage to Improve Health](#)
- [Economic Policy is Health Policy](#)
- [Healthy Food for a Healthy Pennsylvania](#)
- [Treatment & Recovery Support for a Healthy PA](#)
- [Mental Health and Well-Being for a Healthy PA](#)
- [Comprehensive Access to Health Services in PA](#)

Organizations are highly encouraged to analyze their advocacy policy idea with the “Advocacy Strategy Framework” and “Advocacy that Builds Power” resources shared above, to assist you in considering all factors and to center your project on building advocacy capacity. We recognize that policy advocacy may be new to some organizations, and we will take into consideration the opportunity to build that capacity.

As a foundation, not only do we want to see policy wins, we also want to see power restored to communities that have been adversely impacted by racial and social justice inequities. Ideally, these communities will design the policy solution, have ownership of it and develop leadership skills in the process of increasing their community voice, leadership and power.

Examples of local and state advocacy strategies that might be considered, include but are not limited to:

- **Community Mobilization** – Build community-based support for an issue or position.
 - A local nonprofit or coalition mobilizes the community to advocate for water fluoridation with their local municipality or water supplier.
- **Leadership Development** – Increase the capacity of individuals to take action in support of an issue or position through training, coaching or mentoring.
 - A local or statewide organization expands a leadership training program to engage local individuals in advocating for increased access to health care.
- **Political or Public Will Campaigns** – Use communications (in-person, media, social media, etc.) to increase the willingness of a target audience to act in support of an issue or policy affecting them.
 - A local coalition works to garner support for high-quality, inclusive K-12 health education.
- **Public Forums** – Gather to discuss an issue or position in an open public format.
 - A local coalition informs the public and decision-makers about the mental health needs of children and best practices.

Application Timeline

Proposed Application Review and Award Timeline	
Release of Request for Applications	12/15/2022
Applications Due	2/1/2023
Awards Announced	6/8/2023
Anticipated Start Date	7/1/2023
Completion Date	6/30/2024

Applications are due to the Partnership for Better Health by **February 1, 2023**.

Application Review & Selection Process

The Partnership for Better Health accepts all applications online. Our electronic system is used for each step in the grant process, including submission of your application and final grant report. Please review all application steps in Appendix A, before applying for the first time.

Step 1 — Review of Qualifications: The foundation will review each application for completeness and adherence to this Request for Applications, including verification of 501(c)(3) status. Finalists will be selected based upon the following criteria when reviewing the responses throughout the application:

- **Proven** capacity to carry out the proposed project.
- Application proposes to address at least **one** foundation policy priority area, listed above.
- Use of **best practice** policy advocacy strategies, including strategies that build the **power** of marginalized communities toward systems change (see Project Focus section above).
- **Detailed** timeline for 12 months.
- **Collaborative** approach with committed partners.
- An evaluation plan that describes the intended **impact** and how the impact will be measured. Also, the plan should describe how capacity and/or power will be strengthened for the organization, its collaborative partners, and the community impacted by the proposed policy change if achieved.
- A **complete** Program Logic Model that reflects the “Purpose of Project” and “Evaluation Plan” sections of the online grant application.
- Reasonable budget, with a narrative that describes total lobbying expenses and total non-lobbying expenses from the Program Budget. Budget reflects all proposed activities outlined in the “Purpose of Project” and “Evaluation Plan”.
- Willingness to participate in a cohort of grantees to document lessons learned and areas for further improvement.

Step 2 — Follow up Q & A and Interviews with Finalists: Follow up questions will be shared with applicants, as needed. During this step, the foundation may invite applicants to be interviewed by the Community Policy & Engagement Committee at the Partnership.

Step 3 — For grant requests less than \$50,000, the Partnership for Better Health’s **Community Investment Committee will vote** on the final grant award(s). For grant requests of greater than \$50,000, the **Board of Trustees will vote** on the final grant award(s).

Feel free to direct preliminary grant questions to our Director of Grants & Public Policy, Carol Thornton (Carol@ForBetterHealthPA.org or 717-960-9009 x7).

Appendix A

Online Application Instructions

Application Steps

- Determine if your organization and the project you are proposing meet our general eligibility requirements.
 - Applicants must be registered as a nonprofit, 501(c)(3) or have a fiscal agent that is registered as a nonprofit, 501(c)(3).
- Visit our online [grants management system](#).
 - If you've never used our system before, select "Create New Account."
 - If you receive a message that your tax ID number is already in our system, please email Carol@ForBetterHealthPA.org so she can set up a new account for you.
 - If you are a returning grantee, supply your email address and password to access the system.
- Select "Apply" in the top navigation bar.
- Select the NEW grant application process and proceed.
- Complete the General Information:
 - Project Name
 - Project Description
 - Amount Requested - funding requests between \$10,000 to \$75,000 welcomed
 - Total Project Cost
 - Geographic Area
 - Under **Funding Type**, select "Policy Advocacy"
 - Fiscal Sponsor (indicate yes if another organization is a fiscal sponsor for your organization)
- Complete the remaining sections addressing the application requirements:
 - Executive Summary
 - Organization Information
 - Purpose of Project
 - Evaluation Plan
 - Attachments
 - Program Logic Model - <https://forbetterhealthpa.org/wp-content/uploads/2015/12/Logic-Model-and-Framework-Chart.doc>
 - Project Budget - <https://forbetterhealthpa.org/wp-content/uploads/2014/03/Program-Budget.docx>
 - Organizational Budget - <http://www.forbetterhealthpa.org/wp-content/uploads/2013/12/Organization-Budget.doc>
 - Current financial statements and management letter (REQUIRED for grant requests \$60,000 or over.)
 - Income Statement

- Beneficiary Statistics - <http://www.forbetterhealthpa.org/wp-content/uploads/2017/01/Beneficiary-Statistics.doc>
 - Board Members
 - Other Funders
 - Annual Report
 - Signed and scanned W-9
 - Budget Narrative
 - Other Information (for references)
- When you submit your application, you will receive an automatic email reply from our grants system.