



# Hogg Foundation for Mental Health

## Texas Communities Count Request for Proposals

*Deadline to Submit: Wednesday, September 25, 2019 at 3:59 pm CDT*

**As part of the Hogg Foundation for Mental Health's 80<sup>th</sup> Anniversary initiative, the foundation will invest \$2 million in complete count efforts in Texas for the 2020 U.S. Census. Our primary focus is to aid collaborative approaches that aim to reach traditionally [hard-to-count \(HTC\)](#) populations, communities and geographic areas throughout the state. The goal is to encourage participation in the 2020 Census so that every person in Texas is counted.**

The foundation seeks proposals that support **(1) direct, local**, on-the-ground complete count efforts, **(2) regional** "get-out-the-count" (GOTC) activities, or **(3) statewide coordination**. Strategies should focus on **hard-to-count (HTC)** populations, communities or geographic regions in Texas that are designated as **health professional shortage areas** (HPSA) and utilize **collaborative approaches** to increasing participation in the 2020 U.S. Census.

Depending on the quality of the proposals received, the foundation plans to award 80 percent of funding to direct get-out-the-count (GOTC) efforts and 20 percent of funding to coordination activities. The foundation seeks to award multiple grants to local GOTC efforts, for which each proposal can range from \$5,000 - \$75,000. Additionally, the foundation seeks to award multiple regional and statewide grants, for which each proposal could range from \$50,000 - \$125,000. The number of grants awarded is contingent upon the quality of proposals received. This award amount includes 10 percent for overhead expenses.

### **ELIGIBILITY:**

Eligible organizations include 501(c)(3) nonprofits, community-based organizations or collaboratives, complete count committees, state or local government entities, religious organizations, public libraries or educational institutions, including school districts, colleges and universities. Applicants must be Texas-based or have offices, chapters or affiliates in Texas. Proposals submitted as a collaborative project between multiple entities are welcome and must designate a lead applicant that will serve as the fiscal agent.

## **BACKGROUND:**

The foundation was established in 1940 by the children of former Texas Governor James S. Hogg and is a part of the Division of Diversity and Community Engagement at The University of Texas at Austin. The foundation envisions a future in which the people of Texas thrive in communities that support mental health and well-being.

Well-being is defined by the [Robert Wood Johnson Foundation](#) as “the extent to which people experience happiness and satisfaction, and can apply their abilities and talents in life. Key aspects of community well-being include community health; economic resilience; educational capacity; household stability; and environmental adaptation.”

We also understand that the places where people live, learn, work, play and pray can have a significant impact on improving mental health. [Grantmakers in Health](#) says, “Neighborhoods marked by poverty and a history of disinvestment are cut off from opportunities and resources that promote wellness. These communities face unequal health outcomes and widening disparities, especially among low-income residents, people of color, and other vulnerable populations. Community well-being is profoundly shaped by social, economic, and environmental factors such as housing, employment, and education. From sidewalks to toxic stress, evidence shows where people live has a greater impact than medical care, behavior, or genetics.”

The foundation believes the potential for change is greater when we focus our efforts on marginalized populations, and when we do so with a lens of cultural sensitivity. Ultimately, the foundation aims to support communities in their efforts to identify and implement interventions that focus on the [social determinants of health](#) and promote resiliency, mental health and well-being. [Learn more about the social determinants of mental health.](#)

## **CALL TO ACTION:**

Every 10 years since 1790, the U.S. Census Bureau conducts a constitutionally mandated count of every person living in the nation. **An accurate and complete census is necessary to determine fair allocation of federal dollars for resources, services and infrastructure that support our everyday quality of life.** The census determines the allocation of congressional districts and redistricting boundaries for every level of government; helps schools, transportation and healthcare industries plan; and supports business decisions on economic investment, expansions and where to locate jobs. The census also impacts the formula used to determine the federal government's share of Texas Medicaid costs. Without a complete count during the 2020 Census, Texas will

face unprecedented challenges, losing both resources and representation for at least a decade.

Approximately 93 percent of the 254 counties in Texas are designated as [health professional shortage areas \(HPSA\)](#). This designation supports communities that lack access to primary care and mental health professionals by offering incentives to attract health care workers. Currently, there are more than 30 federal and state programs which use the HPSA designation to determine eligibility. A [study](#) by George Washington University (GWU) indicated Texas receives \$59.4 billion dollars per year through 55 federal programs that support key social safety net programs. Additionally, **the [report](#) indicated our state is at risk of losing an estimated \$291 million of federal funding per year if there were to be an undercount of our state's residents.**

In particular, [hard-to-count \(HTC\) communities](#)—persons who typically do not get captured by census data—stand the most to lose from an inaccurate count. According to the GWU study, an undercount in HTC communities means a loss of approximately \$1,161 per excluded person every year. That's \$11,610 over a 10-year period for every resident not counted.

The Census Bureau's research identifies the following populations as HTC communities:

- Young children under the age of five
- Highly mobile people
- Racial and ethnic minorities
- Non-English speakers
- Low-income people
- People experiencing homelessness
- Undocumented immigrants
- People who distrust the government
- Lesbian, gay, bisexual, transgender and queer (LGBTQ) persons
- People with mental or physical disabilities
- People who do not live in traditional housing

**GRANT TERM:**

The grant period is nine months and will be from December 1, 2019 – August 31, 2020.

## **PROPOSAL REQUIREMENTS CHECKLIST:**

- **Registration** and **submission** of grant proposal materials by the lead applicant or fiscal agent through the foundation's Fluxx grants management system;
- Answers to the two **short questions** outlined below;
- Responses to the four **narrative questions** outlined below;
- A **project budget**;
- A **timeline of activities** beginning **December 1, 2019** through **August 31, 2020**;
- A list of **staff** who will be involved in the project, their names, position/title, and their role on the project team or description of decision-making authority (*if applicable*);
- A list of **collaborative partners** (*if applicable*);
- A letter of approval to submit application, and;
- Fiscal documents.

Please see more details below for information about provided templates and submission requirements.

## **INSTRUCTIONS FOR SUBMITTING A PROPOSAL:**

Completed proposals must be submitted via the foundation's online grant portal, Fluxx, at <https://hogg.fluxx.io>. A federal tax identification number must be entered to begin the online submission process.

Applicants must register in Fluxx at least 5 days prior to the closing of the RFP period. For this grant initiative that deadline is **Wednesday, September 18, 2019 at 3:59 pm Central Daylight Time (CDT)**.

All final proposal materials must be submitted in Fluxx no later than **Wednesday, September 25, 2019 at 3:59 pm CDT**.

## **AWARD NOTIFICATION:**

Notice of awards will be made by November 6, 2019.

## **QUESTIONS AND NARRATIVE PROPOSAL:**

All questions and narrative responses must be answered in the open fields in Fluxx—not uploaded as separate Word or PDF documents.

**Applicants will be asked to answer the following questions:**

- 1) Are you applying for grant funds to support: *[Check one]*
  - a. statewide coordination
  - b. regional get-out-the-count (GOTC) efforts
  - c. local get-out-the-count (GOTC) efforts
  - d. two or more of the above

*Please note: The foundation seeks to award 80 percent of available funding to GOTC efforts and 20 percent of available funding to coordination activities.*

- 2) Are you a local Complete Count Committee (CCC) or a current member?  
*[Yes/No]*

*Please note: Applicants are not required to be a CCC or a member when they apply for this grant. If awarded, grant recipients will be required to be active members in their local CCC in order to coordinate activities. If there is no CCC in your community, then grantees will be encouraged to create one. Learn more about CCCs [here](#).*

**Applicants should be prepared to give narrative responses to the following:**

- 1) **FOCUS POPULATION(S)**: An overview of the population(s), communities or geographic regions in Texas which you would serve. Please include a rationale for what makes these communities [hard-to-count](#) (HTC) and/or the dynamics that contribute to this area being a [health professional shortage area](#) (HPSA). A list of counties in Texas who are designated HPSA can be found [here](#).
- 2) **STRATEGY AND ACTIVITIES**: A description of your goals, strategy and the activities that will be used to support get-out-the-count (GOTC) efforts. Please include a rationale or supportive evidence for why you are choosing to invest in these strategies.
- 3) **COMMUNICATIONS PLAN**: A percentage of activities should support communication and outreach efforts using community-based voices from HTC populations. Please include an overview of how you plan to engage effective messengers, strategic communications, and increase language accessibility.

- 4) **COLLABORATION:** A summary of how you anticipate making your activities collaborative, including ideas for capacity building for local communities and opportunities for historically excluded populations to engage in leadership roles throughout your GOTC efforts.

*Please see key definitions section for information about terms used throughout this RFP.*

**PROJECT STAFF:** *(Electronic form provided + budget template)*

Applicants will be provided a section to fill out in the Fluxx grants management system about key project staff involved in the project, including their names, position/title, and their role on the project team or description of decision-making authority *(if applicable)*. This will be an electronic form in Fluxx. If resumes, biographies, or job descriptions are available, please include those.

Staff who will receive funding from the grant will also be designated in the project budget *(template provided)*. If you plan on hiring hourly workers for your GOTC efforts, please input that information in the Contractors section of the budget template.

**COLLABORATIVE PARTNERS:** *(template provided)*

Please outline the collaborative partners you anticipate working with during your GOTC efforts. Applicants should use the collaborative partners template provided by the foundation. This can be found in the documents section of your online application. Download the template, fill in the details, and then upload this information back into the Fluxx system.

**TIMELINE:** *(template provided)*

Please use the timeline template provided for applicants in the Application Documents section under the Required Application Documents section. Applicants will complete, save, and upload the document in the Application Documents section in Fluxx. Applicants must identify major proposal milestones and due dates. Some organizations will find it helpful to include a brief planning period at the beginning of the grant term.

**BUDGET:** *(template provided)*

Please use the foundation's budget template provided for applicants in the Fluxx grants application system. The Excel template can be found under the Application Documents section under the Required Application Documents section. Applicants will complete, save and upload the excel document in the Application Documents section in Fluxx. Instructions for completing this document are included in the first tab of the

template provided as well as through a separate "instructions" document available in Fluxx.

### **LETTER OF APPROVAL TO SUBMIT PROPOSAL:**

Applicants who are eligible 501 (c)(3) organizations or governmental entities must submit a signed letter on letterhead from the authorized agency representative approving the submission of the proposal.

Applicants affiliated with a higher education institution must submit a signed letter on letterhead from the institution's grant office (such as the Office of Sponsored Projects or Grants and Contracts) either approving the submission of the proposal or stating that such approval is not required. This letter should be uploaded to the Application Documents section under the Required Application Documents section in Fluxx.

### **FISCAL DOCUMENTS:**

Please submit the following under the Application Documents section in Fluxx to assist the foundation in assessing the organization's fiscal soundness:

- IRS letter of determination of 501 (c)(3) status or tax-exempt status
- Most recent IRS Form 990
- Current operating budget
- Statement of activities (income statements) from the past year
- Statement of financial position (balance sheets) from the past year

### **INQUIRIES:**

Questions about the RFP may be emailed to [hogg-grants@austin.utexas.edu](mailto:hogg-grants@austin.utexas.edu). Responses that may be relevant to other applicants will be posted on the foundation's website. Check the foundation's website for updated questions and answers.

The foundation will not accept phone calls regarding the RFP except for questions related to technical issues with the online submission process. For technical inquiries, call the foundation's grants management staff at (512) 471-5041.

## **TELECONFERENCE FOR APPLICANTS:**

The foundation will host an optional informational teleconference for potential applicants from 10:00 am – 11:00 am CDT on Wednesday, September 11, 2019. [Register online by 11:59 pm CDT on Friday, September 6, 2019.](#) Dial-in instructions will be provided to registrants prior to the teleconference.

Questions for the foundation to address during the teleconference must be submitted prior to the teleconference via email to [hogg-grants@austin.utexas.edu](mailto:hogg-grants@austin.utexas.edu) by 11:59 pm CST on Friday, September 6, 2019.

Questions addressed during the teleconference will be posted with answers on the RFP webpage by 5:00 pm CDT on Monday, September 16, 2019.

## **REVIEW AND SELECTION PROCESS:**

Foundation staff will use a rating instrument to evaluate the merits of the proposals and select grant recipients. Factors that will be used to evaluate proposals include:

- The goals of the proposal align with the purpose of the grant initiative;
- The proposed activities are well defined and are likely to be achieved;
- The populations, communities or geographic locations are designated hard-to-count (HTC) for the 2020 U.S. Census. *The foundation will use this [map](#) to identify HTC communities in Texas;*
- The populations, communities or geographic locations are designated health professional shortage areas (HPSA) for primary care and/or mental health. *A list of counties in Texas that are designated HPSA can be found [here](#). Additional data from the Health Resources and Services Administration (HRSA) about HPSAs can be found [here](#);*
- The proposed expenses are justified and a good use of foundation funds;
- The timeline proposed is reasonable and likely to be achieved;
- The proposal includes collaborative activities that engage local community members in GOTC efforts, and;
- The HTC geographic areas identified warrant focused intervention as determined by the Robert Wood Johnson Foundation's County Health Rankings, which can be viewed [here](#).



**IF AWARDED, GRANTEES AGREE TO:**

- Become an active member of your local [Complete Count Committee](#) (CCC) or participate in the creation of a CCC for your community for the duration of the grant term. These committees officially coordinate efforts with the U.S. Census Bureau. *Applicants are not required to be a CCC or a member of their local CCC when applying for this grant. This will be expected once grant funds are awarded.*
- Encourage local community members to apply for temporary jobs through the U.S. Census Bureau to assist with the 2020 U.S. Census count (*if positions are available in your community*). Learn more [here](#).
- Participate in an online learning community with other grantees and groups working on GOTC efforts. More information about this will be provided to those selected for awards. Learning and collaboration will most likely occur during monthly videoconference calls and/or via an email listserve.
- Submit a final narrative report outlining activities accomplished, populations served, significant milestones, what you learned about what worked and what didn't, recommendations for the future, and a final expense report. *These materials are due 30 days after the close of the grant period or by September 30, 2020.*

*Please note: Upon award selection, reporting requirements and grant conditions will be shared with grantees via a statement of agreement (SOA). The foundation will host a conference call with each grantee to review the SOA and answer any questions.*

## **KEY DEFINITIONS:**

### **Collaborative Approaches**

Collaboration is a process of participation through which people, groups, and organizations work together to achieve desired results. A collaborative is a group that comes together “to share vision, mission, power, resources, and goals” to “jointly plan, implement, and evaluate programs to achieve common goals” for collective impact.

### **Complete Count Committees**

The Complete Count Committees (CCC) program of the U.S. Census Bureau is key to coordinating GOTC efforts.

- CCCs utilize local knowledge, influence, and resources to educate communities and promote the census through locally based, focused outreach efforts.
- CCCs provide a vehicle for coordinating and nurturing cooperative efforts between tribal, state, and local governments; communities; and the Census Bureau.
- CCCs help the Census Bureau get a complete count in 2020 through partnerships with local governments and community organizations.
- [Learn more about CCCs](#) and [find a CCC in your community](#).

### **Get-out-the-count (GOTC)**

Organizing efforts to have every person living in the United States complete the U.S. Census survey. Similar to get-out-the-vote (GOTV) activities on political campaigns, get-out-the-count efforts are coordinated activities to identify your focus populations and increase participation in taking the Census survey. Traditional activities include canvassing (or knocking on doors), phone banks, volunteer coordination, tabling at community events, or organizing online or through social media.

### **“Hard-to-count” (HTC) communities**

Persons who typically do not get captured by census data. This is the [Texas map](#) of HTC communities by county that the foundation will use for decision-making. The Census Bureau's research identifies the following populations as HTC communities:

- Young children under the age of five
- Highly mobile people
- Racial and ethnic minorities

- Non-English speakers
- Low-income people
- People experiencing homelessness
- Undocumented immigrants
- People who distrust the government
- LGBTQ persons
- People with mental or physical disabilities
- People who do not live in traditional housing

A helpful resource for nonprofit organizations can be found [here](#).

### **Health Professional Shortage Area (HPSA)**

Geographic areas, populations, and facilities with shortages of primary care, dental, and mental health providers and services. Approximately 93 percent of the 254 counties in Texas are designated as a [health professional shortage area \(HPSA\)](#). This designation supports communities that lack access to primary care and mental health professionals by offering incentives to attract health care workers. Currently, there are more than 30 federal and state programs which use the HPSA designation to determine eligibility. *A list of counties in Texas who are designated HPSA can be found [here](#). Additional data from the Health Resources and Services Administration (HRSA) about HPSAs can be found [here](#).*

### **Learning Community**

A learning community convenes people across sectors and geographic regions to connect, share ideas and results, and learn from each other. Communities share learning from both successful and unsuccessful experiences to deepen collective knowledge and improve outcomes.

### **Robert Wood Johnson Foundation County Health Rankings**

The County Health Rankings & Roadmaps program is a collaboration between the [Robert Wood Johnson Foundation](#) and the [University of Wisconsin Population Health Institute](#). The annual County Health Rankings measure vital health factors, including high school graduation rates, obesity, smoking, unemployment, access to healthy foods, the quality of air and water, income inequality, and teen births in nearly every county in America. The annual Rankings provide a revealing snapshot of how health is influenced by where we live, learn, work and play.

The goals of the County Health Rankings program are to:

- Build awareness of the multiple factors that influence health;
- Provide a reliable, sustainable source of local data and evidence to communities to help them identify opportunities to improve their health;
- Engage and activate local leaders from many sectors in creating sustainable community change, and;
- Connect & empower community leaders working to improve health.

Learn more about Texas' County Health Rankings [here](#).

### **Statewide coordination vs. local efforts**

Texas is a big state with a variety of diverse populations and groups. Statewide coordination is the effort to increase collaboration and build partnerships across sectors to increase participation. Statewide coordination efforts could include activities such as providing capacity building opportunities, technical assistance, coordination of a learning community, development of communication materials, or sharing of key data and information. Local GOTC can benefit from being a part of statewide coordination efforts because the support often provided makes local engagement more efficient and effective. Local efforts should be focused on grassroots organizing (i.e. getting community members to become leaders and champions for your cause) and person-to-person engagement. It is about increasing participation in your community by reminding residents about the Census, conveying the importance of an accurate count and increasing accessibility so taking the survey is as easy as possible to take.