

**HEART OF AMERICA COMMUNITY AIDS PARTNERSHIP**  
**and**  
**DESIGN INDUSTRIES FOUNDATION FIGHTING AIDS**

**2010 - 2011**

**HIV PREVENTION  
&  
TARGETED COMMUNITY CAPACITY BUILDING**

**REQUEST FOR PROPOSALS ANNOUNCEMENT**

**If you have any questions, please call:**

**Kelly Welch, Project Consultant  
(913) 634-6934  
welchkelly@sbcglobal.net**

**HEART OF AMERICA COMMUNITY AIDS PARTNERSHIP  
and  
DESIGN INDUSTRIES FOUNDATION FIGHTING AIDS**

DATE: May 10, 2010  
TO: Potential Grant Applicants  
RE: Application Process and Procedures

The Heart of America Community AIDS Partnership and Design Industries Foundation Fighting AIDS (DIFFA) are beginning their funding cycle for 2010 - 2011. This year the Partnership/DIFFA will consider funding requests for HIV Prevention for Targeted Populations and Targeted Community Capacity Building.

The application process consists of:

1. **Letter of Intent** (attached) - Must be completed and submitted with a copy of the applicant's 501(c)(3) IRS Designation Letter by **4:30 p.m., June 4, 2010** to [welchkelly@sbcglobal.net](mailto:welchkelly@sbcglobal.net)

Agencies submitting a letter of intent must have a letter from the IRS stating that they have been determined to be a 501(c)(3) agency. Agencies must have been in existence for at least two years. Only one letter of intent may be submitted per funding category.

It is important that you review the RFP, paying special attention to the funding priorities before you prepare the Letter of Intent.

The Partnership/DIFFA is especially interested in collaborative programs and strongly encourages agencies to combine efforts when appropriate.

You will be notified by **June 9, 2010 via email** regarding the acceptance or rejection of your preliminary plan. If your preliminary plan is accepted, you will be invited to complete the RFP application (attached) and submit it for consideration.

2. **Request for Proposals** - For those invited to submit a full proposal, the original and six (6) copies (7 total) are **due by 4:30 p.m., July 12, 2010.**

**Heart of America Community AIDS Partnership/DIFFA  
c/o United Way of Greater Kansas City  
1080 Washington  
Kansas City, Missouri 64105**

If you have any questions or need assistance with collaboration or program development, call **Kelly Welch, Partnership Project Consultant** at (913) 634-6934 or email her at [welchkelly@sbcglobal.net](mailto:welchkelly@sbcglobal.net).

HEART OF AMERICA COMMUNITY AIDS PARTNERSHIP  
and  
DESIGN INDUSTRIES FOUNDATION FIGHTING AIDS

LETTER OF INTENT  
2010-2011

Agency Name: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

This proposal seeks support for (please check one):

HIV PREVENTION

TARGETED COMMUNITY CAPACITY BUILDING

Project Title:

**Briefly**, (1-2 sentences) describe the proposed project:

If this project is in collaboration with other agencies, please identify by name:

Community to be served (check all that applies):

Jackson County, Missouri

Platte County, Missouri

Clay County, Missouri

Douglas County, Kansas

Johnson County, Kansas

Wyandotte County, Kansas

This project will increase the capacity to serve the following populations:

The proposed programming is  New  Existing

Estimated Funding Request: \$ \_\_\_\_\_

Agency's 501(c)(3) IRS letter must be attached to this form. **THIS FORM IS DUE BY 4:30 PM, JUNE 4, 2010**

Electronic copy to: [welchkelly@sbcglobal.net](mailto:welchkelly@sbcglobal.net)

**HEART OF AMERICA COMMUNITY AIDS PARTNERSHIP / DESIGN INDUSTRIES FOUNDATION FIGHTING AIDS  
REQUEST FOR PROPOSALS  
2010 - 2011**

**COMMUNITY AIDS PARTNERSHIP**

The Heart of America Community AIDS Partnership (the Partnership) was founded by the United Way of Greater Kansas City, the AIDS Council of Greater Kansas City, the Greater Kansas City Community Foundation and Affiliated Trusts, and Hallmark Corporate Foundation. The goals of the Partnership are to increase private funding to address the HIV/AIDS epidemic and to enhance the coordination and targeting of those resources in the greater Kansas City metropolitan area.

**DESIGN INDUSTRIES FOUNDATION FIGHTING AIDS**

The Design Industries Foundation Fighting AIDS (DIFFA) is a national foundation headquartered in New York with steering committees in 20 cities across the nation, including Kansas City. DIFFA raises funds to support grantmaking to organizations engaged in HIV/AIDS-related activities. Funds are raised locally by volunteers through special events.

**COMBINED GRANT MAKING PROCESS**

The goal of this joint venture is to distribute funds in a manner that is time efficient and cost effective for the applying agencies, the Partnership and DIFFA. The grants are funded through pooled local funds and national funds from the Elton John AIDS Foundation and the National AIDS Fund. Operational support for the Partnership is also provided by the National AIDS Fund and the Elton John AIDS Foundation.

**GRANT MAKING PRIORITIES**

For the 2010 - 2011 grant year, the Partnership/DIFFA will fund HIV Prevention for targeted populations and Targeted Community Capacity Building projects. In developing this Request for Proposal, the Partnership/DIFFA worked with an Advisory Committee comprised of representatives from the Ryan White Planning Group, health departments, prevention planning and the faith community to identify target groups & appropriate HIV prevention program strategies. The Partnership/DIFFA reviewed current local statistics and existing needs assessment documents for prevention and care services, identified service gaps, and gathered information on key funders' priorities.

**Prevention to Targeted Populations**

The Partnership has prioritized target populations for the 2010-2011 grant year.

**Priorities for prevention within the target populations (#1 is the highest priority):**

1. **Men who have sex with men; particularly targeting:**
  - √ Teens/young men
  - √ Men of color
2. **Women of color of any age engaging in risky behaviors**
3. **Men & women who are incarcerated or recently released and their partners**

**Targeted Community Capacity Building**

The priorities for community capacity building were identified based on the needs in the community and impact of other funding sources.

**Priorities for Targeted Community Capacity Building:**

1. **Adherence to treatment & prevention for positives**
2. **Activities that increase access to services including those that:**
  - Eliminate barriers - for example: limited English speaking, community stigma, cultural & ethnic sensitivity
  - Promote testing & counseling and access to testing
  - Link or re-engage HIV+ persons with care systems (primary health, mental health, substance abuse, oral health)

## WHO CAN APPLY?

In order to be eligible to apply for funding, applicant organizations must meet the following basic requirements:

- 501(c)(3) status; in case of private/public partnership, the lead agency must have a 501(c)(3) designation;
- Agency must be located in and provide services in the six county area (Jackson, Clay, Platte counties in Missouri and Johnson, Wyandotte, Douglas counties in Kansas);
- Be in existence at least two years or collaborate with an agency that has been in existence at least two years (the older agency must serve as the lead agency in the application);
- Have an audit performed by an independent auditor annually.

## GRANT AMOUNTS

The Partnership and DIFFA anticipate most grants will be in the range of \$5,000 - \$30,000. Last year, the average grant award was \$20,000. The funding year is October 1, 2010 through September 30, 2011.

## HOW CAN GRANT FUNDS BE USED?

Grant funds are available on a competitive basis to support HIV prevention services and targeted community capacity building for one year. No assumptions should be made that funding from the Partnership will be available for these projects in subsequent years.

Grant funds may **not** be used for:

- Medical research
- Facility acquisition or renovation
- Substitution for other funding
- Deficit reduction
- Equipment (unless directly related to program implementation)
- Development and production of videos
- Production and design of educational materials which are currently available for purchase

Grant funds may be requested for administration/overhead up to 10% of the grant which includes rent, utilities, and administrative staff.

## CURRENTLY FUNDED AGENCIES/PROGRAMS

Agencies that are currently receiving Partnership/DIFFA funding and are requesting funding for the same program, must specifically address how the program is unique, how it reaches and will continue to reach the target population, and describe why it is not fundable by other sources. Agencies must also demonstrate that there is solid evaluation to support the program/project.

## HOW WILL GRANTS BE REVIEWED?

The Partnership/DIFFA Grant Distribution Committee, comprised of representatives from the local partners, DIFFA and other area grant makers, will review all applications. Review criteria are listed below. The Committee may request additional information, site visits or other presentations by applicants during the review process.

## CRITERIA FOR REVIEW OF PROPOSED PROJECTS

1. The applicant organization has
  - a mission which is compatible with the proposed project
  - the organizational capacity to implement the project successfully and to use the grant funds responsibly
  - a plan to continue the project, if needed, at the conclusion of the Partnership/DIFFA grant
2. The proposed project
  - addresses a funding priority
  - is cost efficient with a reasonable budget
  - is in collaboration with other agencies, when appropriate
  - is well planned with defined and measurable outcomes
  - has an appropriate rationale for methodology and approach to be used
  - enhances the service delivery system

- has an evaluation component (such evaluation should include outcome measures in addition to numbers of people served)
3. Projects/programs that received 2009 - 2010 funding and are seeking continued support must demonstrate
- how they are unique
  - how they are reaching the target population
  - why the program/project is not fundable through other sources
  - that there is solid outcome evaluation that supports the program design

#### **COLLABORATION**

**THE PARTNERSHIP/DIFFA SEEKS TO MAXIMIZE RESOURCES SO COLLABORATIVE PROPOSALS WILL BE GIVEN PREFERENCE.** The Partnership strongly encourages collaboration. For the purposes of this grant, collaboration means two or more organizations coming together with deliberately defined, common goals that will enhance the provision of services and provide necessary support in a way that could not be achieved as effectively by a single organization independently. **Collaboration involves ongoing interaction, planning and implementation, sharing resources and risks between the partners to achieve a common goal.**

#### **EVALUATION AND MONITORING**

All grantees must agree to keep client statistics in accordance with the format required by the Partnership and submit a year-end statistical report. Grantees are required to complete a brief six-month progress report for the Partnership/DIFFA.

#### **ASSISTANCE**

Contact Kelly Welch for technical assistance at 913 634-6934 or [welchkelly@sbcglobal.net](mailto:welchkelly@sbcglobal.net).

#### **HOW TO APPLY**

Interested not-for-profit [501(c)(3)] organizations that have submitted a letter of intent and have been invited to submit a full proposal are eligible to apply to the Partnership/DIFFA. Agencies may submit one application for each of the proposal categories.

To apply, respond to the questions on the attached grant application instructions sheet and complete the application cover sheet. Submit the original and six (6) copies (total of 7) to:

**Heart of America Community AIDS Partnership/DIFFA  
c/o United Way of Greater Kansas City  
1080 Washington  
Kansas City, Missouri 64105**

**Full applications must be submitted as hard copies.**

**Please include one copy of the applicant agency's most recent independent audit report and one copy of the Board of Directors' roster.**

**Applications must be received by 4:30 p.m., July 12, 2010. Applications not received by this time will not be accepted. Grant awards will be made in September.**

**If you have questions about the Partnership/DIFFA or the grant process, please call Kelly Welch at (913) 634-6934 or email her at [welchkelly@sbcglobal.net](mailto:welchkelly@sbcglobal.net).**

**HEART OF AMERICA COMMUNITY AIDS PARTNERSHIP  
and  
DESIGN INDUSTRIES FOUNDATION FIGHTING AIDS  
GRANT APPLICATION COVER SHEET 2010 -2011**

Agency Name: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

Project Title:

This proposal seeks support for (please check one):

- HIV PREVENTION  
 TARGETED COMMUNITY CAPACITY BUILDING

**Briefly** summarize proposed project

**Community to be served (check all that applies):**

- |   |   |
|---|---|
| <input type="checkbox"/> Jackson County, Missouri | <input type="checkbox"/> Douglas County, Kansas   |
| <input type="checkbox"/> Platte County, Missouri  | <input type="checkbox"/> Johnson County, Kansas   |
| <input type="checkbox"/> Clay County, Missouri    | <input type="checkbox"/> Wyandotte County, Kansas |

The proposed programming is  New  Existing

**Budget Summary:**

Total project budget	\$ _____
Funds requested from Partnership/DIFFA	\$ _____
Total annual budget of agency	\$ _____

**Assurances - This section must be completed**

As executive director(s) of the agency (ies) applying to provide the services described in this application, I (we) have the authority to execute this agreement. I (we) have reviewed this document and am/are committed to the program and will perform the activities as proposed. Additionally, I (we) am/are in agreement on the goals, outcomes, and methods for the program. We understand that the lead agency is the fiscal agent and is responsible for financial and programmatic reporting.

\_\_\_\_\_  
Executive Director, Lead Agency

\_\_\_\_\_  
Date

\_\_\_\_\_  
Executive Director, Collaborating Agency (if appropriate)

\_\_\_\_\_  
Date

**HIV PREVENTION & TARGETED COMMUNITY CAPACITY BUILDING  
GRANT APPLICATION INSTRUCTIONS**

**I. Please provide brief answers to the following questions:**

- a) How does the proposed project fit with the agency's mission and capabilities? Briefly describe the agency's experience working with HIV/AIDS and/or the targeted population.
- b) Describe the need the project will address (include target population and means by which you will reach this group). What are the outcomes of the proposed project?
- c) What activities will be undertaken to achieve the desired outcomes? (Include estimate of number of people to be served, timeframe to reach goals.)
- d) Identify and describe rationale for program design, theory employed, and selected strategies.
- e) What staff, volunteers, consultants and community members will be involved and what will their roles be? How will they be trained and evaluated?
- f) How will the project be evaluated? What are the desired outcomes? How will you measure success?
- g) Will the project be developed and implemented in collaboration with other agencies? Describe the roles and responsibilities of each partner.
- h) Will the project require future funding? If so, how will it be sustained?

**IF PROJECT/PROGRAM IS CURRENTLY FUNDED BY PARTNERSHIP/DIFFA COMPLETE I-H**

- i) How is this program unique?
- j) How are the target populations reached and how will that continue?
- k) Why is the program not being funded by other sources?
- l) Has this project/program been effective? Describe evaluation results and the impact on the target population.

**THE NARRATIVE SECTION OF THE PROPOSAL (a - l above) MUST NOT EXCEED 5 PAGES. SUBMIT WITH THE FOLLOWING:**

- II. Completed attached Budget Form and Budget Explanation Form.
- III. Provide one copy of the current roster of the agency's Board of Directors.
- IV. Include one copy of the agency's most recent independent audit report.
- V. Do not bind applications; staple pages in upper corner.
- VI. Use at least 12-point font and number the pages.
- VII. Full applications must be submitted as hard copies.

**HEART OF AMERICA COMMUNITY AIDS PARTNERSHIP/DIFFA  
Program Budget Form**

	<b>Partnership Request</b>	<b>In-Kind Contributions</b>	<b>Other Funds*</b>	<b>Total</b>
<b>Program Personnel--Salaries</b>				
<b>Program Personnel--Benefits</b>				
<b>Consultant Fees</b>				
<b>Direct Program Expenses</b>				
<b>Administration/Overhead (not to exceed 10% of request)</b>				
<b>Other</b>				
<b>TOTAL</b>				

\* Identify other funders by name. Indicate 'r' for requested (request for support is outstanding), 'p' for promised (committed but not yet received), 's' for secured (funds received)

**PROGRAM BUDGET EXPLANATION**

*Explain each line item requested from the Partnership/DIFFA in your budget by category:*

**Program Personnel Salaries:**

**Program Personnel Benefits:**

**Consultant Fees:**

**Direct Program Expenses:**

**Administration/Overhead - not to exceed 10% of request**

**Other:**