

FLORIDA HEALTHY KIDS CORPORATION

CALL FOR GRANT PROPOSALS (CGP)

Back to School Mini-Grants Program

Released June 27, 2018

**Florida Healthy Kids Corporation
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Florida Healthy Kids Corporation Back to School Application

Background

The Florida Healthy Kids Corporation (Corporation) is a nonprofit, public-private partnership created by the Florida Legislature in 1990 to expand access to affordable, child-centered health insurance. The Corporation administers Florida Healthy Kids, a comprehensive health and dental insurance program providing coverage for Florida children from age five through the end of age 18. The Corporation has been providing quality health care coverage since 1992.

The Florida KidCare program was created by the 1998 Florida Legislature in response to the enactment of the Children's Health Insurance Program (CHIP) under the federal 1997 Balanced Budget Act. Components of the Florida KidCare program include:

- Medicaid for children
- MediKids
- Florida Healthy Kids
- Children's Medical Services Managed Care Plan

Since the creation of Florida KidCare, the Corporation has been statutorily responsible for conducting outreach and marketing for all of Florida KidCare. The Corporation has funded statewide marketing efforts in prior years, including community partnerships, application assistance and school-based pilot projects in addition to mass media and social media promotion. As a result of these efforts, 2.4 million children are currently enrolled in one of the four Florida KidCare programs. However, more than 257,000 children are still uninsured, and an estimated 147,000 of them would qualify for free or low-cost health and dental insurance through Florida KidCare.

For more information on the Corporation or the Florida KidCare program, please visit www.healthykids.org and www.floridakidcare.org.

Mini-Grants Program

The Corporation is pleased to announce an opportunity for qualified entities and organizations ("Respondent") to submit proposals under a mini-grants program. The Corporation's Board of Directors has approved this Back to School (BTS) Mini-Grant with an overall objective of increasing enrollment in Florida KidCare's Title XXI funded programs (MediKids, Healthy Kids, and Children's Medical Services Network) comprising Florida's CHIP.

Counties Applicable to this CGP:

All Florida counties are eligible to respond to this CGP.

This CGP is a competitive process. The number of proposals funded will be determined by the Corporation. There is no assurance that all proposals will be funded. A Respondent may withdraw its application by written notice to the Corporation Issuing Manager submitted on the Respondent's letterhead, signed by an authorized representative of the Respondent organization. Individual grant awards will not exceed \$5,000.00.

All activities must occur between July 16, 2018 and October 7, 2018. Proposals will be accepted beginning with the release of this CGP document until July 6, 2018. Proposals will be evaluated on a rolling basis by an evaluation team as submissions are received.

Florida KidCare outreach materials have been developed by the Corporation and will be provided to grantees to market the Florida KidCare program. Names, logos and other corporate identities of both the Corporation and the Florida KidCare program are trademarked and protected. Grantees and other organizations seeking partnerships or funding from the Corporation must agree to adhere to the guidelines established by the Corporation and Florida KidCare with regard to these items. All locally developed materials must be approved prior to use. Grantees and other organizations that fail to receive such approval may have funding and/or endorsement of their activities revoked.

Requirements for Consideration

A. Qualified Entities

Proposals will only be accepted from: 1) non-profits or organizations designated as 501(c)(3) by the Internal Revenue Service; 2) governmental entities or; 3) universities. All organizations and entities meeting these qualifications that provide services or interact with families, parents and children are encouraged to apply under this proposal process. The Corporation or Florida KidCare contracted health and dental plans, managed care organizations, or medical providers are prohibited from applying.

Respondent organizations are strongly encouraged to build upon existing educational or health-related programs or expand current level of activities, include personal interactions with families, and demonstrate a coordinated, community-based approach to identify, educate, and assist in the enrollment of those eligible for the Florida KidCare program. These new grant funds are not meant to replace currently allocated funds.

B. Submission Guidelines

All proposals must be submitted electronically utilizing Microsoft Word to the Issuing Manager listed in this document. Documents that require a signature may be scanned and submitted utilizing Adobe Acrobat. The Respondent organization is responsible for ensuring that all elements of the proposal are provided in an organized and concise fashion. The Corporation may contact the Respondent during the review to seek clarification or additional information about any element of the proposal. Respondents will be notified in writing of either the acceptance or denial of their submission.

C. Scope of Work

1. Definitions

- a. "Applicant" means a parent or guardian of a child who has applied or may apply to receive medical services through the Florida KidCare program.
- b. "Application Assistor's Code" means a Grantee's unique code provided by the Corporation and used to track online applications and other outreach activities.

- c. "Certified Application Assistance Site" means an organization that has undergone Florida KidCare training and agreed to assist families in completing the Florida Kidcare application and report on activities.
- d. "Enrollee" means an individual who meets Florida KidCare standards of eligibility and has been enrolled in Florida KidCare.
- e. "Florida KidCare Application Assistor" means designated persons who provide application assistance on behalf of the Corporation, all of whom have successfully completed required trainings prior to assisting applicants with applying for Florida KidCare. This assistance includes, but is not limited to helping families complete a new Florida KidCare application or renewal application, obtaining necessary documentation, answering general questions and ensuring submission of the application to Florida KidCare.
- f. "Qualified Florida KidCare Application" means only applications completed with the assistance of a trained Florida KidCare Application Assistor and only includes new Florida KidCare applicants, renewing families, applications from families who previously applied for Florida KidCare but did not complete the enrollment process, and families who were previously enrolled in Florida KidCare but have been inactive for 6 months or more from the application date.

2. Deliverables

The activities below reflect the minimum level of activity required, but Grantees are allowed to provide additional creative ideas to enhance their efforts:

- a. Complete training series to include application and renewal assistance education, Health Insurance Portability and Accountability Act (HIPAA), as well as all reporting and documentation requirements within the first two weeks of Contract Commencement Date;
- b. Promote Florida KidCare through a minimum of two traditional media outlets such as radio, TV, newspaper, or digital advertisements;
- c. Promote Florida KidCare through a minimum of five social media posts with prior approval from the Corporation. The Corporation will provide guidelines and instructions for this deliverable.
- d. Educate a minimum of 250 individuals regarding the benefits of the Florida KidCare program;
- e. Promote the Florida KidCare program by hosting and/or participating in at least 20 community events that target potentially eligible families; all outreach events must be approved and posted on the Florida KidCare Community Outreach calendar prior to attending;
- f. Utilize Florida KidCare outreach tools and Community Outreach Calendar;

- g. Submit a monthly progress report using the reporting format provided by the Corporation or an authorized subcontractor of the Corporation and supporting documentation for completed activities; and
- h. Participate in all mandatory conference calls convened by the Corporation or an authorized subcontractor of the Corporation.

3. Outreach Support Team Responsibilities

The Corporation or its designee expects to provide Grantees with the following:

- a. Training of Grantee staff on Florida KidCare eligibility, application assistance process, required documentation, and HIPAA requirements.
- b. Provide technical assistance as needed.

D. Proposal Contents

Proposals should be brief and describe the main activities or events that would be funded under the project and the proposed funding for the project. Applications must be complete at the time of submission. The Respondent is responsible for ensuring that all elements of the proposal are provided in the format requested and is organized in a concise fashion. The Corporation is not obligated to interpret any elements that are not clearly described.

An evaluation team will conduct a review of applications on an ongoing basis. During this process the Corporation reserves the right to obtain clarification from any Respondent regarding their submission.

At a minimum, the proposal should include the following elements:

- ✓ A cover page including:
 - Respondent Organization's Legal Name
 - Contact Name for Respondent (the Contact Person must be available to respond to inquiries during the grant review period)
 - Mailing Address
 - Street Address, if different from Mailing Address
 - Phone and Fax Numbers for Contact Person
 - E-Mail Address for Contact Person
- ✓ Identification of the organization (or organizations, if a collaborative effort). A brief description of the organization, type of business, the services they provide and the population(s) that they serve;
- ✓ Specify the county or counties to be served under this project, and the number of uninsured within the proposed service area;
- ✓ A brief description of the proposed activities, including how the organization plans to build on its existing programs or expand the current level of activities to include targeting potentially eligible families, educating, and assisting with the completion of Florida KidCare applications, and how it will achieve the overall goal of increasing enrollment. Be sure to include:

- Specific performance measures including the proposed methodology for tracking outreach activities; and
 - A timeline for key events between July 16, 2018 October 7, 2018;
- ✓ If applicable, list previous experience assisting families apply for Florida KidCare or similar service programs;
- ✓ List of partners, and a written confirmation from each partner of their participation in this proposal, a tentative outline of events, with a schedule, to be attended and/or hosted;
- ✓ A signed Affirmation Statement (see attached sample) from the organization's Chief Executive or other administrative officer of the organization(s) indicating the following:
- Support for the submission; and
 - A statement affirming that Respondent agrees to adhere to all terms and conditions proposed under this CGP;
- ✓ Provide proof of the organization's 501(c)(3) status or enabling statute; and
- ✓ A copy of the most recently audited financial statements of the Respondent. If audited financial statements are not available, alternative documentation of financial stability, including assets, liabilities, income and expenses, may be submitted with the approval of the Corporation.

E. Proposed Contract

All approved Grantees will be required to execute the Corporation's standard contract which will stipulate the qualifications and responsibilities of a mini-grant recipient. Contracted entities are prohibited from sub-contracting with other entities for contracted services without the prior written consent of the Corporation. A copy of the draft contract is available upon request. No revisions to the contract will be considered unless statutorily required. The standard Corporation Business Associate Agreement must also be executed by the Grantee to assure compliance with HIPAA.

F. Reporting

Monthly progress reports will be required of all Grantees. Progress reports must reflect with specificity the activities being conducted and resources being utilized, and that adequate progress has been made during the grant period toward the goals and objectives. These reports will include details on progress toward:

1. Implemented activities and resources utilized toward the project's goals;
2. Achieved objectives and performance measures of this project; and
3. Identified barriers encountered and on how such barriers might be addressed.

The Corporation or an authorized subcontractor of the Corporation will establish a uniform reporting format for the monthly reports and Grantees will be required to utilize this format.

Reports will be due under the following schedule:

Time Period Covered by Report Due By:

Period One (July 16 – August 12, 2018):	August 17 th
Period Two (August 13 – September 9, 2018):	September 14 th
Period Three/Final Report (Sept. 10 – October 7, 2018):	October 12 th

G. Payment

Payments are made after the Corporation or an authorized subcontractor of the Corporation approves monthly reports.

The Corporation reserves the right to withhold or modify any portion of the grant should the Grantee not meet any of these conditions described in this CGP or the contract.

H. Additional Terms and Conditions

In addition to the provisions already stated above and by responding to this CGP, all Respondents agree to abide by the following terms and conditions:

1. Restrictions on Lobbying

State and federal law, and the Corporation's contract with the Agency for Health Care Administration, prohibit the use of state funds, including funds awarded under this grant process and any accompanying matching funds, for utilization to lobby or advocate any positions or proposed legislation to either the federal, state or local executive or legislative branches during the grant period. Grantees are responsible for ensuring compliance with these provisions and providing an accurate accounting upon request of the Corporation to affirm such compliance. Failure to adhere to these requirements shall result in the forfeiture of all grant funds awarded under this grant at the Corporation's sole discretion.

2. Identification and Association

Grantees receiving funds under this grant may not identify themselves to any third party as a representative of the Florida KidCare program or the Corporation. Representatives of a Grantee organization shall be identified as representatives only of the Grantee organization which has received funds from the Corporation under this grant.

Grantees must also agree to submit to the Corporation or its designee, for prior approval, any locally developed materials utilized or distributed as a result of activities funded through this grant that have not already been approved. The Florida KidCare and Corporation branded names and logos are trademarked identifications. Failure to seek such prior approval may result in the forfeiture of any or all grant funds awarded under this grant at the Corporation's sole discretion.

3. Compliance with Marketing and Advertising Standards

Grantees shall comply with any marketing and advertising standards set forth by the Corporation. This includes, but is not limited to, the use of truthful and accurate information as well as proper, legal and ethical conduct in the course of any marketing, outreach or other activities conducted by Grantees under this arrangement. Failure to adhere to these standards shall result in the forfeiture of all grant funds awarded under this grant at the Corporation's sole discretion.

4. Immigration Reform and Control Act of 1986

The Immigration Reform and Control Act of 1986 prohibits employers from knowingly hiring illegal workers. Grantees must employ only individuals who may legally work in the United States – either U.S. Citizens or foreign citizens who are authorized to work in the United States. Respondents/Grantees should use the U.S. Department of Homeland Security's E-Verify Employment Eligibility System to verify the employment status of:

- All persons employed by a Grantee, during the term of contract, to perform employment duties within Florida; and,
- All persons (including subcontractors) assigned by a Grantee to perform work pursuant to a Contract.

I. Proposal Process

1. Single Point of Contact

Respondents and their agents shall only contact the Issuing Officer regarding this grant and the grant process, up to and including the final execution of the contract between the Corporation and the Grantee. If a Respondent or its agent contacts: 1) another employee of the Corporation, 2) a Corporation Board Member, including any ad hoc Board Member, 3) Florida Covering Kids and Families staff, or 4) a member of the evaluation team regarding this CGP, the Respondent's proposal may be disqualified at the Corporation's sole discretion.

2. Proposal Format

To be considered, all grant proposals must be organized in the manner described under "Proposal Contents."

3. Submission Instructions

Proposals will be accepted beginning June 25, 2018 for consideration. Each Respondent is solely responsible for the Corporation's receipt of any application. Respondents are encouraged to submit applications as soon as possible.

All proposals must be submitted electronically utilizing Microsoft Word to the Issuing Manager listed below. Documents that require a signature may be scanned and submitted in a PDF format utilizing Adobe Acrobat. Proposals received by **5:00 p.m. on July 6th, 2018** will be accepted for consideration for a contract beginning on July 16, 2018 and ending on October 7, 2018.

Issuing Manager:

Jena Grignon
Outreach Manager
(850)701-6151
grignonj@healthykids.org

J. Review Process

All proposals will be reviewed to determine if the proposal meets the requirements for further consideration and if it furthers the overall objectives of the grant program. Submissions will be evaluated based on whether or not the proposed activities meet the stated objectives and have been sufficiently supported to achieve the desired goal of increased enrollment in the Florida KidCare Program. Grants will be awarded at the discretion of the Corporation; therefore, approval and funding levels are not guaranteed.

The Corporation reserves the right to ask any Respondent to provide additional information or clarification regarding its proposal. Respondents may also be invited to participate in an oral presentation or personal interview regarding their submission at the sole discretion of the Corporation. It is the Respondent's responsibility to reply to such requests on a timely basis in order to continue in the evaluation process. The cost for any such interview or presentation shall be borne by the Respondent.

Proposals will be reviewed by an evaluation team established by the Corporation. The contents of the proposals received, the evaluation tool and any documents related to this process will be available for review only after the final award of any grants under this CGP.

Special Note

The Corporation is a private, not-for-profit corporation and not subject to the bid requirements of the state of Florida. The Corporation may elect to consider or reject any or all responses. Your submitted proposal in response to this CGP indicates your agreement to this statement.

Attachment II: CGP Submission Checklist

Tab B

This form should be printed, completed, and included with your proposal submission as Tab B. Check each applicable statement:

I certify that all elements of this proposal are completed as requested and have been organized and tabbed accordingly:

- A. Cover Page
- B. Organizational Background
- C. Service Counties
- D. Proposal Description
- E. Partner list & Agreements to Participate
- F. Tentative Outline of Events with Schedule
- G. Affirmation Statement
- H. Financial Stability of Respondent
- I. Submission Checklist

I have included a copy of my organization's Commercial General Liability insurance certificate.

I have included a copy of my organization's 501(c)(3) certificate, if applicable.

By my signature, I certify that the checked statements above are included in _____ (Organization's Name) proposal submission.

I also attest the statements contained in this Application are true and complete to the best of my knowledge.

Date: _____

Signed By: _____
(Signature Above)

Print Name: _____

Title: _____

Attachment III: Sample Affirmation Statement

Affirmation that Respondent agrees to adhere to all terms and conditions proposed under this CGP. This attestation must be signed by an executive officer of the Respondent's organization.

ORGANIZATION LETTERHEAD
ADDRESS
PHONE
FAX
EMAIL

Date

Florida Healthy Kids Corporation
Jena Grignon
661 E. Jefferson Street, 2nd Floor
Tallahassee, Florida 32301

Dear Issuing Manager:

I (Name), Executive Officer (Title) for ORGANIZATION NAME, hereby attest that ORGANIZATION NAME agrees to abide by all of the terms and conditions included in the Back to School Mini-Grant Application issued by the Florida Healthy Kids Corporation on June 25, 2018.

This attestation includes agreement to the following terms and conditions as stated in the Call for Grant Proposals:

- A. Restrictions on Lobbying
- B. Identification and Association
- C. Immigration Reform and Control Act of 1986
- D. Mandatory Conference Calls
- E. Reporting

I understand that should ORGANIZATION NAME be awarded a grant under this process that failure of ORGANIZATION to adhere to these terms and conditions may result in forfeiture of the grant or the withholding of funds at FHKC's sole discretion.

Sincerely,

NAME
TITLE