

FLORIDA HEALTHY KIDS CORPORATION

CALL FOR GRANT PROPOSALS (CGP)

Back to School Mini-Grants Program

Released May 22, 2014

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

Background

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

- ❖ Children's Medical Services Network
- ❖ Florida Healthy Kids
- ❖ Medicaid for Children
- ❖ MediKids

The Florida Healthy Kids Corporation (FHKC) is a not for profit corporation that was created by the State of Florida in 1990 and given the mission of providing comprehensive health insurance coverage to school aged children. Florida Healthy Kids has been providing quality health care coverage since 1992.

For more information on FHKC or the FKC Program, please visit www.healthykids.org and www.floridakidcare.org.

FHKC has funded statewide marketing efforts in prior years, including community partnerships, application assistance and school based projects in addition to mass media and social media promotion.

Mini-Grants Program

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

Please note, FHKC is only accepting applications for services in the following counties as these counties are not currently covered by other Grantee organizations.

Counties Applicable to this CGP:

Alachua, Baker, Bay, Calhoun, Charlotte, Clay, Collier, Columbia, Dade, De Soto, Dixie, Duval, Flagler, Franklin, Gadsden, Gilchrist, Glades, Gulf, Hamilton, Hardee, Hendry, Highlands, Holmes, Jefferson, Lafayette, Lake, Lee, Leon, Levy, Liberty, Madison, Manatee, Marion, Monroe, Nassau, Orange, Osceola, Polk, Putnam, St. Johns, Sarasota, Seminole, Sumter, Suwannee, Taylor, Union, Wakulla and Walton.

This CGP is a competitive process. The number of proposals funded will be determined by FHKC. There is no assurance that all proposals will be funded. A Respondent may withdraw its application by written notice to the FHKC Issuing Officer submitted on the Respondent's letterhead, signed by an authorized representative of the Respondent organization. Individual grant awards will be based on the number of uninsured children within the proposed service area, and will not exceed \$3,000.00 in base stipend under this grant. There is an opportunity to receive additional incentives based on successful enrollments or renewals in Florida KidCare.

All activities must occur from a date no earlier than July 1, 2014 through September 30, 2014. Proposals will be accepted beginning with the release of this Call for Grant Proposals document until June 20, 2014. Proposals will be evaluated on a rolling basis by an evaluation team as submissions are received.

Florida KidCare outreach materials have been developed by FHKC and will be provided to grantees to market the Florida KidCare program. Names, logos and other corporate identities of both FHKC and the Florida KidCare program are trademarked and protected. Grantees and other organizations seeking partnerships or funding from FHKC must agree to adhere to the guidelines established by FHKC 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. Current Regional Navigator Projects, Matching Grants, School Based Project Grantees, FHKC or FKC contracted health and dental plans, managed care organizations, or medical providers are prohibited from applying.

Respondent organizations are strongly encouraged to build upon existing 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 Word to the Issuing Officer 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. FHKC 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 FKC program.
- b. "Application Assistor's Code" means a Grantee's unique code provided by FHKC used to track online applications and other outreach activities.

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

2. Deliverables

The activities below reflect the minimum level of activity required:

- a. Complete training series to include application and renewal assistance education, HIPAA, as well as all reporting and documentation requirements within the first 2 weeks of Contract Commencement Date;
- b. Promote Florida KidCare through a minimum of two traditional media outlets such as radio, TV, newspaper, Internet advertisements;
- c. Educate a minimum of one hundred (100) individuals regarding the benefits of the Florida KidCare program;
- d. Promote the Florida KidCare program by either hosting or participating in at least twenty (20) community events that target potentially eligible families;
- e. Utilize Florida KidCare outreach tools; KidCare Creative, Florida KidCare app, and Community Outreach Calendar
- f. Submit a monthly progress report using the reporting format provided by FHKC or an authorized subcontractor of FHKC and supporting documentation for completed activities; and
- g. Participate in all mandatory conference calls convened by FHKC or an authorized subcontractor.

3. Outreach Support Team Responsibilities

FHKC or its designee expects to provide Grantees with the following:

- a. Training of Grantees staff on FKC eligibility, application assistance process, required documentation, and HIPAA requirements.
- b. Monthly application assistance stipends based on successful enrollment.
- c. Account 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. FHKC 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 FHKC 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 with a start date no earlier than June 1, 2014 and end date of not later than September 30, 2014;

- ✓ 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 FHKC.

E. Proposed Contract

All approved Grantees will be required to execute Florida Healthy Kids 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 FHKC. A copy of the draft contract is available upon request. No revisions to the contract will be considered unless statutorily required. The standard FHKC 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 towards the goals and objectives. These reports will include details on progress towards:

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.

FHKC 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 (Award Date-July 31, 2014) August 15th

Period Three (August 1, 2014 – August 31, 2014) September 15th

Period Four (September 1, 2014 – September 30, 2014) October 15th

Final Report (Award Date – September 30, 2014) October 31st

Monthly application assistance reports will also be required to be submitted to FHKC by the 5th of each month.

G. Payment

Payments are made after FHKC approves monthly reports.

FHKC will reserve 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, all Respondents by responding to this CGP also agree to abide by the following terms and conditions:

1. Restrictions on Lobbying

State and federal law, and FHKC'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 FHKC to affirm such compliance.

Failure to adhere to these requirements shall result in the forfeiture of all grant funds awarded under this grant at FHKC'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 FKC program or the Florida Healthy Kids Corporation. Representatives of a Grantee organization shall be identified as representatives only of the Grantee organization which has received funds from FHKC under this grant.

Grantees must also agree to submit to FHKC 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 through the Marketing Tool Kit or designed through the KidCare Creative Tool. The FKC and Healthy Kids 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 FHKC's sole discretion.

3. 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 FHKC and the Grantee. If a Respondent or its agent contacts: 1) another employee of the FHKC, 2) a FHKC 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 FHKC'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 2, 2014 for consideration. Each Respondent is solely responsible for FHKC's receipt of any application. Respondents are encouraged to submit applications as soon as possible.

All proposals must be submitted electronically utilizing Word to the Issuing Officer listed below. Documents that require a signature may be scanned and submitted utilizing Adobe Acrobat. Proposals received by **2:00 p.m. on Friday, June 20, 2014** will be accepted for consideration for a contract July 1, 2014 - September 30, 2014.

Issuing Officer: Mrs. Dwanna Hill
FKC Outreach Manager
(850) 701-6105
E-Mail (WORD/EXCEL formats): hilld@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 FKC Program. Grants will be awarded at the discretion of FHKC; therefore, approval and funding levels are not guaranteed.

The FHKC 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 FHKC. 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 FHKC.

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 Florida Healthy Kids Corporation is a private, not-for-profit corporation and not subject to the bid requirements of the State of Florida. FHKC 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.

Submitted By: 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
ATTN: Dwanna G. Hill
661 E. Jefferson Street, 2nd Floor
Tallahassee, Florida 32301

Dear Mrs. Hill:

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 May22, 2014.

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