

MACOVID-19 Community Grants

Massachusetts COVID-19 Community Grants Request for Proposals (RFP)

Available Funding	Total of \$650,000 available; we expect grants will be in the range of \$10,000 to \$50,000 per organization.
Funding Period	November 2020 thru February 2021
Eligible Applicants	Massachusetts community-based and faith-based organizations serving Black, Latinx, and other people of color in hard hit cities and towns (see “Who is eligible to apply”)
Eligible Activities	1) In coordination with the Commonwealth’s COVID-19 Enforcement and Intervention Team (CEIT), provide education to prevent and reduce the spread of COVID-19, including messages about physical distancing, mask wearing, hygiene, and other risk-reduction behaviors and activities 2) In coordination with CEIT, provide training on COVID-19 prevention and risk reduction activities for staff, volunteers, and members who provide support and in-home services (e.g., meals assistance, wellness checks, etc.) to people at higher risk of severe illness.
Application Deadline	Wednesday, October 14, 2020 at 9:00 am
Contacts	COVID19Grants@hria.org
Webpage & Application Form	HRIA.org/MACOVIDCommunityGrants

Background

On September 3, 2020, the Baker-Polito Administration launched a targeted initiative to help stop the spread of COVID-19 in communities across the Commonwealth with the highest number of positive cases. The initiative initially focused its support efforts in Chelsea, Everett, Lawrence, Lynn, and Revere. Additional communities, including Framingham, Brockton, Holyoke, New Bedford, Salem, Saugus, Winthrop, and Worcester have also received support through the COVID-19 Enforcement and Intervention Team (CEIT). This targeted initiative includes regular collaboration and meetings with local municipal leadership to understand local concerns and residential and business activities contributing to trends, as well as an even greater level of state focus to stop the spread, including a new public messaging campaign.

The goal of the public messaging campaign is to ensure residents know they live in a higher-risk community and to help them understand the importance of wearing a mask and using other best practices to stop the spread. Built around a message of, “You have the power to save a life,” the comprehensive campaign encourages the use of masks and social distancing and runs in English, Portuguese, Spanish, Haitian Creole, Vietnamese, Arabic, and other languages common to these communities. The campaign includes:

- A new online resource at Mass.gov/StopCOVID19 (Spanish: Mass.Gov/DetenCOVID19, Portuguese: Mass.Gov/PareCOVID19; *Additional multilingual online resources available soon*)
- Advertising on billboards, digital, and social media

- Downloadable materials in multiple languages
- Multi-lingual field teams deployed in the communities
- Phone and text communications
- Outreach to local community groups

This new website [Mass.gov/StopCOVID19](https://www.mass.gov/StopCOVID19) provides residents and local business owners with information on how to stop the spread, state restrictions on gathering sizes, testing locations, and materials that can be printed for display in apartment complexes, restaurants, and community areas.

COVID-19 data indicate that infection and death rates are disproportionately high among Black and Latinx populations, and other communities of color. Recent data indicate that communities with higher average household size and larger proportion of food service workers, foreign-born noncitizens, and non-high school graduates experience higher rates of infection among Latinx people. These same factors do not appear to explain the higher rates among Black populations, suggesting that inequities from structural racism may contribute to the spread of COVID-19 in these communities.¹

Using federal funding, Health Resources in Action (HRiA) will administer grants on behalf of the Commonwealth to support the implementation of education and training community interventions, in coordination with CEIT efforts, to prevent the spread of COVID-19 among these populations in Massachusetts. HRiA is a non-profit public health organization with a mission to help people live healthier lives and create healthy communities through prevention, health promotion, policy and research. The goal of this program is to reduce COVID-19 infections, morbidity, and mortality in Black, Latinx, and other people of color in our hardest hit cities.

Program Overview - What will the COVID-19 Community Grants support?

Funding will support community-based organizations (CBOs) and faith-based organizations (FBOs) to:

- Educate impacted populations, in coordination with CEIT, to prevent and reduce the spread of COVID-19, including messages about physical distancing, mask wearing, and other risk-reduction behaviors and activities.
- In coordination with CEIT, develop and provide training and messaging on COVID-19 prevention and risk reduction activities for staff, volunteers, and members who provide support and in-home services (e.g., meals assistance, wellness checks, etc.) to people at higher risk of severe illness.

Funds are intended to be used to address the specific needs of Black, Latinx, and other people of color and the factors that put them at higher risk for COVID-19 infection. Proposed activities must complement and enhance existing efforts in the community, including existing state CEIT or local COVID-19 education, communications, and messaging.

CBOs and FBOs that receive a grant will also receive assistance from HRiA to support the proposed activities. This will include training, technical assistance, and communications and other technical support throughout the funding period.

¹ Figueroa, J. F., Wadhwa, R. K., Lee, D., Yeh, R. W. & Sommers, B. D. (2020). Community-level factors associated with racial and ethnic disparities in COVID-19 rates in Massachusetts. *Health Affairs*. <https://doi.org/10.1377/hlthaff.2020.01040>

Who is eligible to apply?

Massachusetts-based CBOs and FBOs serving communities of color, with particular emphasis on people with co-occurring mental health and substance use disorder, a history of incarceration, who are pregnant or post-partum, are experiencing homelessness and housing instability, live in multi-generational housing, have a disability(-ies), and/or have limited English proficiency (LEP) residing in the impacted cities and towns listed below:

- Boston, specifically
Dorchester, East
Boston, Chinatown,
Hyde Park,
Mattapan, Mission
Hill and Roxbury
- Brockton
- Chelsea
- Everett
- Framingham
- Holyoke
- Lawrence
- Lowell
- Lynn
- Malden
- Methuen
- New Bedford
- Randolph
- Revere
- Salem
- Saugus
- Springfield
- Winthrop
- Worcester

What activities are not eligible?

Research-based or pass-through projects (e.g., an organization proposes to distribute funds to other groups) are ineligible for this grant, as are the support of COVID-19 testing or food and housing costs. Additionally, this grant is not intended to support the purchase of personal protective equipment *unless a compelling reason can be provided as to how they would complement or facilitate messaging or local capacity building efforts*. Please visit the following links for available funding resources for such essential needs in response to COVID-19:

- **Philanthropy Massachusetts:** <https://www.philanthropyma.org/grantmakers-philanthropic-advisors/resources/disaster-and-emergency-relief-resources>
- **Massachusetts Nonprofit Network:** <http://massnonprofitnet.org/nonprofit-resources/coronavirus-massachusetts-nonprofits/>

How will this proposal be reviewed?

Your application will be reviewed by a committee who will make recommendations to Massachusetts Department of Public Health. The following criteria will be considered and prioritized during the process:

- **Need Among Population(s)**
 - Organizations should describe a clear need for education and training to mitigate the spread of COVID-19.
- **Community Engagement**
 - Organizations should demonstrate history of and ability to authentically engage community members, including the priority population(s) mentioned above.
- **Readiness**
 - Organizations must be able to demonstrate a readiness to begin outreach and engagement with the community within 15 days of award. Organizations should demonstrate and provide evidence of their readiness to respond to the identified need and their plan to implement approaches within the four-month grant period. This includes, but is not limited to, having strong community engagement approaches and staff and partnerships that can be mobilized to accomplish the work.

What are we expected to do if we receive this grant?

If your organization is selected to receive a grant, HRiA staff will work with you and your staff/volunteers to:

- Assess communication- and education-related needs and strengths in your community(-ies) to help stop the spread of COVID-19 and support your efforts to identify communication (e.g.,

translating and adapting language, social media, messaging) and education opportunities that build on your existing activities, networks, and communication channels.

- Enhance your capacity to deliver education and/or training by providing technical assistance to your staff and/or volunteers.
- Ensure you are able to complete minimal evaluation and reporting activities (e.g., aggregate data submission, interviews, and brief surveys) to measure your progress and accomplishments.

Awardees will be **required to take part in the following:**

- Grantee Kick-off and Training #1: **Tuesday, November 10th, 10:00 am to 1:00 PM**
- Training #2 (topic TBD): **Wednesday, December 2nd, 10:00 AM to 1:00 PM**

How do we submit a proposal?

Submit your proposal through the online form by **Wednesday, October 14, 2020 at 9:00 AM**. To submit your proposal, please click [here](#). The website leads to an online portal which will ask you to complete:

- Basic Organization and Contact Information
- Application Questions
- Attachments

To return to an already started application, visit your [Account Page](#). For technical and logistical questions related to accessing the online grantmaking portal, or if your organization encounters any barriers to submitting your proposal through the portal, please contact COVID19Grants@hria.org.

What happens after we submit a proposal?

You will be notified of the status of your submission in early November.

How can we learn more?

A **funding announcement webinar** will be held on **Wednesday, September 30 from 1:00 to 2:00 PM**. Register for this webinar at hria.org/MACOVIDCommunityGrants. The webinar will be recorded and available at this same webpage by Friday, October 2, 2020.

HRiA will also host two virtual “office hours” for applicants to drop-in with questions during these dates and times:

- **Monday, October 5, 2020, 12:00 to 1:00 PM**
- **Thursday, October 8, 2020, 10:00 to 11:00 AM**

HRiA will host a formal Q&A period for applicants about this funding opportunity. Please submit all questions regarding this funding opportunity by September 30, 2020 at 5:00 PM. Responses to more generalizable questions will be incorporated into a Frequently Asked Questions (FAQ) document by October 7, 2020 on hria.org/MACOVIDCommunityGrants. Finally, we will continue to address questions sent to COVID19Grants@hria.org until Tuesday, October 13, 2020 at 9:00 AM.

Application Questions

(Applications will be accepted through the online portal only)

Applicant Organization Name

Nonprofit Federal Employer Identification Number (EIN)

Organization Contact Person (name, job title, address, phone, email)

Organization Highest Ranking Official (name, job title, address, phone, email)

Fiscal Sponsor Info (if applicable)

Which activity/activities are you requesting funding to conduct? (Select all that apply.)

- Education to prevent and reduce the spread of COVID-19
- Training on COVID-19 prevention and risk reduction activities

What geographic population(s) are you proposing to serve in response to this COVID-19 funding? (Select all that apply.)

- | | | |
|--|--------------------------------------|--------------------------------------|
| <input type="checkbox"/> Boston – Dorchester | <input type="checkbox"/> Everett | <input type="checkbox"/> Randolph |
| <input type="checkbox"/> Boston – East Boston | <input type="checkbox"/> Framingham | <input type="checkbox"/> Revere |
| <input type="checkbox"/> Boston – Chinatown | <input type="checkbox"/> Holyoke | <input type="checkbox"/> Salem |
| <input type="checkbox"/> Boston – Hyde Park | <input type="checkbox"/> Lawrence | <input type="checkbox"/> Saugus |
| <input type="checkbox"/> Boston – Mattapan | <input type="checkbox"/> Lowell | <input type="checkbox"/> Springfield |
| <input type="checkbox"/> Boston – Mission Hill | <input type="checkbox"/> Lynn | <input type="checkbox"/> Winthrop |
| <input type="checkbox"/> Boston - Roxbury | <input type="checkbox"/> Malden | <input type="checkbox"/> Worcester |
| <input type="checkbox"/> Brockton | <input type="checkbox"/> Methuen | |
| <input type="checkbox"/> Chelsea | <input type="checkbox"/> New Bedford | |

In addition to communities of color, specifically Black and Latinx populations, what other priority population(s) are you proposing to serve in response to this COVID-19 funding? (Select all that apply.)

- People with co-occurring mental health and substance use disorder
- People with a history of incarceration
- People with a history of homelessness or housing instability
- People who live in multi-generational housing
- Pregnant and post-partum women
- People with a disability(ies)
- People who have limited English proficiency (LEP)

Demographics - Please provide demographic information about the populations you serve, and that you will target for this grant. (100 words)

Project Title: _____

Amount Requested: \$ _____

Statement of Need—What specific challenges or barriers are Black, Latinx, and other people of color in your community experiencing in reducing their risk of COVID-19 infection? (400 words)

- What is or is not working in your community to stop the spread of COVID-19?
- What barriers does your community experience in adhering to best practices to reduce or prevent COVID-19 transmission, such as physical distancing, mask wearing, and other at home actions?

What do you propose? - What are you proposing to do with these funds to address the need(s) you have described above? What activities do you propose to (400 words):

- (1) educate your community to prevent and reduce the spread of COVID-19, including messages about physical distancing, mask wearing, and other risk-reduction behaviors and activities, and/or
- (2) develop and provide training and messaging on COVID-19 prevention and risk reduction activities for staff, volunteers, and members who provide support and in-home services (e.g., meals assistance, wellness checks, etc.) to people at higher risk of severe illness?

Community Engagement - Please help us understand your experience engaging and working with the communities you propose to serve with these funds, and how you will engage them with your proposed activities. (200 words)

Organizational Readiness - Please help us understand your organization's capacity to work on the needs you have identified. What staff, partners, networks, and infrastructure do you have in place that will help you begin activities within 15 days of award and address community needs within the four months of this grant? (200 words)

Budget- Please attach a basic **budget** (1-page max) using your own format demonstrating how funds would be spent over the period of November 2020 through February 2021.

Capacity Building Needs- What kinds of capacity-building support and resources do you think you might need to help complete the activities you are proposing? (100 words)

Attachments

Please upload the following attachments:

- Tax exempt designation – A current 501(C)(3) IRS tax status documentation letter or that of a fiscal sponsor
- W-9 – A signed IRS form W-9
- Project Budget Template (1-page max)