

The Blue Foundation
FOR A HEALTHY FLORIDA



Request For Proposals
Summer 2003



Blue Cross and Blue Shield of Florida (BCBSF) takes great pride in helping its members lead healthy, confident lives. The company also believes strongly in giving back to its communities and has a commitment to the public good ingrained in its mission statement. This commitment to caring solutions for Floridians is just one reason why BCBSF supports The Blue Foundation for a Healthy Florida, Inc., a 501(c)(3) philanthropic foundation established in 2001.

The Blue Foundation for a Healthy Florida supports community-based solutions that address the many different health care challenges facing Florida both today and in the future. The mission of The Blue Foundation is to enhance access to quality health-related services for Floridians, with a particular focus on the uninsured and underserved. The Blue Foundation looks to partner with community leaders to recognize and support strategies that advance the health and well-being of uninsured and underserved Floridians.

To achieve its goals, The Blue Foundation strategically focuses grant allocations toward philanthropic, community-based solutions to improve program capacity and reduce barriers to access; nurtures community health leadership to reinforce local solutions, foster innovation and sustain quality; and leverages financial, human and other resources to maximize measurable impact.

Since its inception two years ago, The Blue Foundation has awarded 44 grants totaling almost \$2.2 million. These grants are rich in diversity, from educating older adults about prescription drugs, to training physicians on women's heart disease symptoms, to improving the lives of Hispanics with diabetes. With the support of BCBSF, The Blue Foundation is accomplishing its goal of providing caring solutions through grants that educate, train and improve the lives of individuals and families throughout Florida. For more information on grants previously made by The Blue Foundation, please visit www.bluefoundationfl.org.

The Blue Foundation board of directors has determined a priority focus for the foundation's grantmaking process in 2003. The foundation will focus a significant portion of its resources to maximize impact in the area of community-based health clinics and outreach services. This focus will help to realistically address the vast challenges associated with providing access to and lasting outcomes connected with populations presently not receiving effective health-related prevention or treatment services. The greatest percentage of The Blue Foundation funding will be to identify, nurture and sustain such activities to benefit underserved and uninsured populations.

The Blue Foundation for a Healthy Florida awards up to \$1 million annually in grants during two proposal cycles in the summer and winter. For the Summer 2003 grant cycle, requests will generally be considered for proposals of all sizes from \$10,000 up to \$100,000. Multi-year commitments may be made, depending upon the request, the need and the funds available, but the total dollar request should not exceed \$100,000.

Eligible recipients must have tax-exempt status as a 501(c)(3) organization with the Internal Revenue Service and be located in Florida. The Blue Foundation will not award grants to individuals; fundraising

events or celebrations; political or lobbying organizations; fraternal, athletic or social organizations; religious organizations for religious purposes; or to organizations that do not directly serve Floridians. We also take great care to assure that The Blue Foundation does not directly finance health care services through insurance or other coverage mechanisms through its grants.

In an effort to assure fairness among the range of proposal applicants, The Blue Foundation will not accept more than one proposal from a single organization within a 12-month calendar year, unless the organization has received specific approval from The Blue Foundation to do so. This eligibility modification takes effect with the Summer 2003 Request for Proposals; if an organization applies for a grant during this cycle, they may not apply again until Summer 2004. Organizations that have applied to The Blue Foundation in the past are eligible to apply during the Summer 2003 cycle.

For more information about The Blue Foundation's grant guidelines, please refer to the "Summer 2003 RFP Technical Assistance" document found on the Blue Foundation website: www.bluefoundationfl.org. We strongly encourage you to review this document before contacting our offices for information.

All proposals will receive an acknowledgement letter assigning a tracking number for your request. Materials such as videos, reports and publications should be submitted only at our request. Appointments for presentations or on-site visits will be scheduled only at our request. Grant requests become the property of The Blue Foundation for a Healthy Florida, Inc. and will not be returned to the requestor.

Deliver six copies (one original plus five copies) of the application and one set of attachments by close of business on Monday, March 31, 2003 to:

The Blue Foundation for a Healthy Florida

Blue Cross and Blue Shield of Florida
4800 Deerwood Campus Parkway, Building 300
Jacksonville, FL 32246
Attention: Susan B. Towler
1-800-477-3736, x63215
Fax 904-905-6638
E-mail: susan.towler@bcbsfl.com

Your proposal may be postmarked by March 31 to be considered. This RFP may be downloaded by visiting www.bluefoundationfl.org. You do not need to complete the original application to be considered, but all components requested on the RFP must be included in the same order. The website also includes a technical assistance document that may be helpful to you in preparing your proposal to The Blue Foundation.

We look forward to working with you to make a difference in the lives of our fellow Floridians.

Request For Proposals — Summer 2003

Organizations seeking program funding can contact The Blue Foundation for a Healthy Florida office at 1-800-477-3736, x63215 for questions about this proposal request. Applicants must provide the following information to be considered for funding.

Organization Name _____

Mailing Address _____

Telephone _____ Fax Number _____

E-mail Address _____ Web site (if applicable) _____

Contact person's name, title, telephone _____
(someone with knowledge of the initiative _____
to be funded and responsibility for funds requested; _____
this person will receive all correspondence related to this proposal)

Requested dollar amount and grant duration: \$ _____ for _____ year(s)
(total must not exceed \$100,000 over grant duration)

Title and clear description of the program or project to be funded:

How the program specifically relates to The Blue Foundation for a Healthy Florida's mission:

Program Description

- Narrative (3 pages) – include vision and mission; description of target population and geographic area served; goals and objectives you want to achieve; activities and services you will undertake; outcomes and desired changes you hope to make; specific measures and/or benchmarks to measure success; and plans for disseminating lessons learned to benefit others interested in your initiative. Also include timeframes for implementation and your plan for sustainability of the program beyond the proposal period.
- Evaluation – one page or less – expand on the indicators that you will use as evidence that outcomes have been achieved; how you will measure success both short- and long-term; how often you will evaluate the program and report progress; and how you will correct problems if necessary.

Program Description (con't)

- Project Budget – detail project expenses and anticipated income sources; discuss financial resources you will use to sustain the program after the proposal period. Clearly define the items for which The Blue Foundation will be financially responsible, and the other funding sources (actual, pending and those for which you have applied) for this program.

For internal evaluation purposes only, please classify your request by checking the appropriate boxes below regarding the demographics of your proposal's target population (check all that apply). This information will not be considered when evaluating the effectiveness or value of your proposal.

Geography: Rural Urban Mixed (rural and urban)

Telephone Area Code and Geographic Area of State: Northwest North Central Northeast
 Central West Southwest Central Central East Southeast Statewide

Age Group: All Ages Children (0-5) Youth (6-12) Teenagers (13-18) Adult Males (19-55)
 Adult Females (19-55) Seniors (56+) Other

Ethnic Background: All African American Black Haitian Hispanic
 Minority White Other

Disease/Illness/Issue Focus: Alzheimer's/Dementia Asthma Cancer Diabetes
 Health Education Heart Disease/Stroke HIV/AIDS Mental Illness Obesity
 Prescription Drugs Safety/Prevention Smoking Prevention/Cessation Substance Abuse
 Other

Population Served: Blind Disabled Elderly Health Care Professionals Hearing Impaired
 HIV Positive Homeless Mentally Ill Migrant Workers Parent/Elderly Caregiver
 Pregnant Mothers Students Uninsured Veteran Working Poor

Attachments

Please include one copy of:

- Most recent IRS form 990 (including Schedule A)
- Most recent financial statement (audited, if available)
- Current annual operating budget
- Current IRS ruling letter(s) recognizing tax exempt status under 501(c) (3) and private foundation status under 509 (a) (1), (2) or (3)
- Current board of directors (including their professional affiliations), officers and key employees
- Resumes of current program staff responsible for this initiative, or a position description if staff is not hired
- Organization's annual report (if applicable)
- List of other major business and foundation donors



The Blue Foundation
FOR A HEALTHY FLORIDA

The Blue Foundation for a Healthy Florida and its Parent,
Blue Cross and Blue Shield of Florida, are Independent Licensees
of the Blue Cross and Blue Shield Association