

CareFirst Commitment

*2020 CareFirst COVID-19 Response and Relief Grant Application
Economic Needs Guidelines*

Issue Date:

September 28, 2020

Submission Deadline:

October 9, 2020 by 11:59 a.m. EST

Economic Needs Guidelines

This document describes the intent of the CareFirst BlueCross BlueShield (CareFirst) COVID-19 Response and Relief request for proposals (RFP). The RFP includes eligibility criteria and the procedures to follow in submitting a proposal. This is an invitation-only RFP and only selected organizations will be invited to apply. Please review these guidelines carefully, provide all requested information, and submit your proposal in the requested format.

Economic Needs:

CareFirst's investments in economic needs may include, but are not limited to, initiatives that:

- Promote workforce development and stabilize employment by providing job training and creating a career pipeline
- Engage in authentic community engagement around COVID-19 that address structural racism and public mistrust of health institutions
- Address digital equity for underserved communities by providing internet connectivity, device access, and/or technology training for children and families
- Lessen the burden of loss of revenue due to cancelled events among direct service organizations
- Create opportunities for emergency staffing recognizing the decrease in available staff and volunteers for needed services

Grant applicants may request general operating support for up to \$25,000 and direct services support for up to \$50,000. Organizations providing transformational / innovative interventions or novel programming may request up to \$75,000. Grant funding may be used to support:

- Initiatives that create pathways to economic prosperity by providing skills, training, or certifications for career-minded individuals
- Organizations that provide direct relief services who may be experiencing difficulties maintaining basic operations or paying staff, overhead, etc., due to loss of fee for service revenue or fundraising events
- Organizations that need to expand their capacity to safely and effectively serve those affected by COVID-19
- Programming that increases internet access and technology skills for students and parents

Metrics for Measuring Impact:

Below, we provide a list of required and suggested metrics for measuring the impact of services. Applicants will report on required metrics and metrics that apply to the specific program. Please use the logic model template to outline quantifiable project goals, objectives, and measures. Measures can focus on both services provided and longer-term program goals.



Metrics of Interest	
All proposals (Required Metrics)	<ul style="list-style-type: none"> ▪ Number of unique clients to be served over the life of the grant ▪ Type of programming ▪ Number of clients enrolled in programs and receiving services ▪ Number of clients linked (referred) to appropriate care/services ▪ Client demographics: age, gender, race, insurance status if available (commercially insured, publicly insured through Medicare or Medicaid, or uninsured), location (urban, suburban, rural)
Additional Metrics	<p><u>Organization Operations</u></p> <ul style="list-style-type: none"> ▪ Estimated lost revenue from cancelled fundraising events ▪ Estimated lost income due to loss of fee for service revenue ▪ Hours of operation, especially extended hours or modified hours ▪ Number of staff retained ▪ Number of emergency staff hired ▪ Number of staff trained ▪ Number and types of programs retained ▪ Cost / value of rent, utilities, insurance maintained ▪ Cost / value / type(s) of hardware purchased ▪ Cost / value / type(s) of software purchased ▪ Cost / value / type(s) of supplies purchased ▪ Number of calls triaged ▪ Number of visits / appointments <p><u>Workforce Development</u></p> <ul style="list-style-type: none"> ▪ Types of employment services provided ▪ Types of education services provided ▪ Number of individuals enrolled in employment or education services ▪ Number of individuals completing job training ▪ Number of individuals obtaining certification <p><u>Technology</u></p> <ul style="list-style-type: none"> ▪ Number of digital literacy classes provided ▪ Number of individuals completing technology courses ▪ Number of devices provided ▪ Types of devices provided ▪ Cost / value of the devices provided ▪ Number of individuals or families provided with internet access ▪ Cost / value of internet access provided



Eligibility Criteria:

Selected organizations will be invited to apply. Eligible applicants must be qualified 501(c)3 non-profit organizations or public health entities in CareFirst's service region of Maryland, the District of Columbia, Northern Virginia (north and east of Route 123), and the Charleston, West Virginia area. We support partnerships including, but not limited to, nonprofits, public (governmental) health entity, and/or other community-based organizations.

Eligible applicants include organizations that are led by youth, women, veteran, or Black, indigenous people of color that are intentionally serving historically under-served and under-resourced communities.

All eligible applicants must provide a copy of one of the following financial documents within the last two fiscal years:

- Organizations with annual revenues of \$750,000 or more: Financial audit of your organization prepared by an independent auditor
- Organizations with annual revenues between \$300,000 and \$749,999: Financial statement reviewed by an independent auditor OR a financial audit of your organization prepared by an independent auditor.
- Organizations with annual revenues under \$300,000: Internal financial statements

How to Apply:

Invited applicants must submit proposals online via the CareFirst Grants portal. Invited organizations will receive a link to the online application and a unique password. Applications must be submitted no later than October 9, 2020 by 11:59 a.m. **Invited applicants must use Internet Explorer to access the application site.**

Contact Information:

Please direct questions to community@carefirst.com.

