

# Health Strategy

## Request for Proposal

United Way of the Dutchess-Orange Region (UWDOR) issues this Request for Proposal as a part of our commitment to improve the health of our neighbors affected by poverty and limited resources. UWDOR’s commitment to health investment targets strategies that aim to increase food security and access to healthy foods.

The goals outlined in this RFP represent a multi-faceted plan developed in partnership with community leaders defining government, businesses, non-profits, medical practitioners, educators, students, parents and the larger community. Through this RFP process, UWDOR seeks partnerships with nonprofit organizations during the time period of **July 2020 to June 2021**. United Way’s Community Fund is divided into two funding categories:

- **For previously funded programs**, please indicate the amount you are requesting (maximum request of \$50,000).
- **For programs not previously funded**, United Way has allotted funding in increments of up to \$10,000 for these requests. Please indicate your request here (maximum of \$10,000). *If United Way selects your program for funding, you may be eligible for additional funding next year. This is contingent that your organization remaining in good standing with regards to all United Way contract requirements. Future additional funding is not a guarantee.*

### Key Dates

Activity	Date
RFP Released	February 3 <sup>rd</sup> , 2020
Questions & Answers	Please submit questions to: <a href="mailto:ci-inbox@uwdor.org">ci-inbox@uwdor.org</a> Responses will be issued within 48 business hours
Technical Guidance “How to Apply”	February 20 <sup>th</sup> at 11am, 2020
Application Due Date	March 13 <sup>th</sup> , 2020 by 5pm
Anticipated Award Notifications	June, 2020

### Core Funding Criteria

In partnership with our community, United Way utilizes a cohesive strategy to address the needs of children, families, and individuals with limited income in Dutchess and Orange Counties. This RFP is designed to reduce hunger and increase access to healthy food. In some cases, we may support pilot initiatives that have the potential to be expanded upon with future funding. UWDOR is seeking to support partners who share the following commitments:

- A commitment to **community-level outcomes** focused on demographics and geographic locations with the greatest need;
- A commitment to cross-agency and cross-community **collaboration** in developing effective strategies
- A commitment to strategies that demonstrate success using **evidence-based or evidence-informed models**.

**Community-Level Outcomes**

United Way has conducted extensive research and held community forums to address the goals and indicators that determine community success. Together, we have identified and are working towards key indicators of success. We hold our partners and ourselves accountable to achieving success by using concrete metrics, based on local, state, and federal data to measure our progress.

Annual Goal	Community-Level Outcome
Increase access to healthy food for families in our community	Families will experience greater food security.

**Collaboration**

Strong collaboration among all partners is necessary for our community to realize outcomes that will demonstrate lasting and meaningful change for our region’s children and families.

**\*Programs that rely on ANY PARTNER to accomplish stated goals (school districts, nonprofit organizations, etc.) are required to provide letters of commitment that demonstrates support from the outside organization.**

## **Evidence-Based or Evidence-Informed Models**

United Way is committed to changing our community in a positive and meaningful way. In order to do so, we seek to establish partnerships with programs that are evidence-based or evidence-informed, meaning they have proven successful in the past.

*From the Child Welfare Information Gateway:*

**Evidence-based practices** are approaches to prevention or treatment that documented scientific evidence validates. This includes findings established through controlled clinical studies, but other methods of establishing evidence are also valid.

**Evidence-based programs** use a defined curriculum or set of services that, when implemented with fidelity as a whole, has been validated by some form of scientific evidence.

**Evidence-informed practices** use the best available research and practice knowledge to guide program design and implementation. This informed practice allows for innovation while incorporating the lessons learned from the existing research literature.<sup>1</sup> For your convenience, the evaluation tool follows below:

## **Application Evaluation Scoring Rubric**

United Way evaluates applications based on the following criterion:

- Program Design (50 Points)
  - Application should demonstrate the ability to achieve identified community-level outcomes;
  - Application should demonstrate evidence of active collaboration;
  - Application should demonstrate identification and implementation of evidence based/informed models.
- Justification of Need (20 Points) – Application should demonstrate - through data - the need for this program and value added to our community.
- Organizational Infrastructure (30 Points) – Application must demonstrate that the organization has the capacity to implement program design and collaboration.

## **Our Community's Challenge**

Limited food access and food insecurity are issues that continue to afflict our communities. The USDA considers food insecurity as when one is uncertain of having, or unable to acquire, enough food to meet the needs of all their family members due to insufficient funds or other resources for food. Many families in our community (10% in Dutchess and 11% in Orange) receive Supplemental Nutrition Assistance Program benefits (SNAP), according to the Food Research & Action Center. Additionally, 34% of students are receiving free/reduced lunch at school in

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<sup>1</sup> "Evidence Based Practice Definitions and Glossaries." Child Welfare Information Gateway. U.S. Department of Health and Human Services.  
<https://www.childwelfare.gov/topics/management/practice-improvement/evidence/ebp/definitions/>

Dutchess County, while 43% receive access to this service in Orange County,<sup>2</sup> each county has experienced a 10% increase in children participating in this program over the last decade.

Unfortunately, lack of financial resources is not limited to a select few, it is pervasive. Poverty rates hover at 9% in Dutchess County and 12% in Orange County, but are upwards of 31% in some city centers. With high population density in the city centers, thousands of people are experiencing the cost of poverty. Children are unfortunately impacted the most, and face poverty at higher rates (12% in Dutchess County and 20% in Orange County) often as a result of being in a household headed by a single parent.

For those living in low-income communities, healthy food is simply out of reach. Finding quality fresh food often means traveling significant distances. Therefore, food choices are often limited to packaged convenience foods available at walkable corner stores and fast food restaurants. Simply put, fresh fruits and vegetables are scarce. With these burdens, it is no surprise that these same communities face the highest risks of obesity, diabetes, and other preventable food-related health challenges.

In particular, obesity rates in our youth are growing. Within our nation, the childhood obesity rate is 17%.<sup>3</sup> One in every three children in our country has a body mass index (BMI) considered to be overweight or obese. Our community shares these national trends; 38% of children in Dutchess County are considered overweight/obese as are 36% in Orange County. School districts with high poverty rates across the two counties present indicators demonstrating overweight and obese students totaling 40-50% of the total student population. Adults, with limited access to economic resources also are prone to obesity (one in four) as accessing healthy low cost food presents a significant challenge.

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<sup>2</sup> Community Foundations of the Hudson Valley Special Report: Food Security  
<https://communityfoundationshv.org/CommunityFoundationsOfTheHudsonValley/media/Documents/CFHV-Food-Security-Report-for-Web.pdf> Retrieved on 1/24/19

<sup>3</sup> Ogden CL, Carroll MD, Kit BK, Flegal KM. "Prevalence of Childhood and Adult Obesity in the United States, 2011 – 2012". <http://jama.jamanetwork.com/article.aspx?articleid=1832542> Accessed 1/25/16

<sup>4</sup>Community Health Status Report, 2016. Accessed December 27<sup>th</sup>, 2019.  
<https://www.dutchessny.gov/Departments/DBCH/Docs/Community-Health-Status-Report-2016.pdf>

<sup>5</sup>Community Health Status Report, 2016. Accessed December 27<sup>th</sup>, 2019.  
<https://www.orangecountygov.com/DocumentCenter/View/163/Orange-County-Community-Health-Improvement-Plan---2016-Community-Health-Status-Report-PDF>

## **Our Community's Opportunity**

Access to healthy food determines the nutrition habits of community members. To combat the scarcity of nutritious food, UWDOR seeks to establish partnerships with community non-profits. We aim to ensure access by partnering with community feeding programs/food distribution programs that emphasize nutritional value in regions with high poverty rates. Programs may target both children and families, especially in areas where transportation is limited. Areas designated as “food deserts” present significant challenges to their low income residents. By partnering with programs that aim to reduce food insecurity by providing food to families in need, with a focus on healthy food access, we will combat hunger in our community.

### **Selection Process**

The United Way Community Impact Committee and supporting Councils review all applications. Additionally, UWDOR invites community leaders to serve as evaluators to ensure a diverse representation of our community serves to further this crucial process. Applications will be scored based on the set criteria (see page 3). The Community Impact Committee reserves the right to take into consideration previous granting history and to request additional information during this process.