

ShadowBlossom, Inc.

Request for Service Applications

RFA-09-01



ShadowBlossom, Inc

Contents

| | |
|--|----|
| Overview Information..... | 3 |
| Executive Summary..... | 4 |
| Full Text of Announcement..... | 5 |
| Section I. Award Description..... | 5 |
| Section II. Eligibility Information..... | 7 |
| Section III. Application and Submission Information..... | 8 |
| Section IV. Application Review Information..... | 10 |
| Section V. Award Administration Information..... | 12 |
| Application Checklist..... | 14 |
| Organization Application..... | 15 |

Request for Service Applications

ShadowBlossom, Inc.

Overview Information

ShadowBlossom, Inc. (SB) <http://www.shadowblossom.org>

Request For Service Applications (RFA) Number: RFA-09-01

Key Dates

Release Date: January 9, 2009

Pre-proposal Receipt Date: February 9, 2009

Request for Full Application Notification: March 2, 2009

Full Application Deadline: April 3, 2009

Award Notification Date: May 22, 2009

Earliest Anticipated Start Date: July 6, 2009

Award Period: 6 months

Executive Summary

Purpose: This announcement solicits applications for organizational support from ShadowBlossom, Inc. (SB). The purpose of this initiative is to support the infrastructure of organizations, with limited capacity to achieve organizational goals, dedicated to the prevention and elimination of underserved social and health issues. SB offers any combination of the following capacity building services to selected organizations, free of charge: a) planning to support organizational development and activities, b) fundraising support through planning, pre and post event support, venue consultation, and volunteer provision, c) program evaluation through consultations to increase program quality and effectiveness.

Each proposal must include: 1) completed application form, 2) background information about the health/social issue to be supported, including factors of why the issue is considered underserved, 3) background information on the organization to be supported, including mission statement, previous and current activities and proof of 501(c)3 status, 4) general description of at least two proposed educational programs AND/OR organizational capacity building projects, including goals and outcome measures of the projects, 5) outline of services being requested from SB and why these services are being requested 6) a detailed description of how SB services/resources will be utilized to promote organizational goals. These distinct components must be submitted as a single package for proposals to be considered complete.

Anticipated Number of Awards: SB will provide services for up to two organizations for a six month time period, per award cycle.

Eligible Organizations: Domestic non-profit public and faith-based organizations, located in the metropolitan Atlanta area, are eligible to apply. For profit institutions are not eligible. Organizations must be dedicated to underserved social and health issues and demonstrate need for SB's services and have some limitation with regard to ability to achieve their organizational mission. This limitation may be illustrated by exhibition of two or more of the following conditions: 1) limited organizational capacity (less than four paid staff members), 2) finances (annual budget of less than \$25,000) and 3) other resources (limited staff skill sets).

Proof of 501(c)3 status (IRS Determination Letter) and annual budget must accompany applications for services.

Number of Applications: An organization may submit more than one pre-proposal if the proposals are distinct in goals. However, SB will request a full proposal and grant an award for only one proposal per organization during a given award cycle.

Application Materials: See Section III for application materials.

Full Application Submission Deadline: April 3, 2009

Full Text of Announcement

Section I. Award Description

Overall Program Objectives

ShadowBlossom, Inc. (SB) requests applications for this initiative to support organizations, with limited organizational capacity, dedicated to the prevention and elimination of underserved social and health issues (*see Eligible Organizations*). This Request for Service Applications (RFA) is open to all non-profit organizations and religious groups, in the metropolitan Atlanta area, that support underserved social and health issues. A RFA is a request for organizations to submit an application to receive services from SB. SB will provide any combination of the following services to selected organizations: a) planning to support organizational development and activities, b) fundraising support through planning, pre and post event support, venue consultation, and volunteer provision, c) program evaluation through consultations to increase program quality and effectiveness.

SB is committed to reducing the burden of social and health disparities. Therefore SB will focus on community education and involvement initiatives to decrease these disparities. For the purpose of this RFA, these disparities include segments of society that are impacted by: rare diseases/disorders, social injustices, vulnerable populations including African Americans; American Indians; Alaska Natives; Asians; Native Hawaiians and other Pacific Islanders; Hispanics/Latinos; subpopulations of all of the above (e.g. Puerto Ricans, Cubans, Dominicans, Haitians, Central, South and Mexican Americans) and those living in medically/socially underserved rural and urban areas (i.e., socio-economically disadvantaged individuals, the elderly and those with developmental or acquired disabilities). These groups are hereafter referred to as underserved populations.

Background

ShadowBlossom, Inc, a 501(c)3 tax-exempt organization, was founded in the June 2007 and serves to raise general awareness, build capacity and raise funds in selected areas of need. The name ShadowBlossom embodies our mission to shed light on social and health issues that otherwise have not been at the forefront of attention. SB will accomplish this goal by providing support to organizations dedicated to these issues through:

Planning

ShadowBlossom, Inc. provides organizational and planning support for implementation of community awareness, community involvement, educational programs and fundraising initiatives. Planning activities range from organizing staff meetings, health fairs or mobile education efforts.

Fundraising

ShadowBlossom, Inc. provides planning, pre and post event support, venue consultation, and volunteer provision. SB also assists with the development of fundraising plans.

Evaluation

ShadowBlossom, Inc. provides program evaluation consultations to increase program quality and effectiveness. These services include logic model development, evaluation plan development, data collection and program evaluation projects.

By doing so, we hope that the support from SB will help promote awareness, prevention and treatment of the issue; therefore, ultimately allowing awareness of the cause and its supporting organization to blossom.

Strategic Planning for this RFA

Applicants who expect to be competitive for this RFA will find it necessary to conduct collaborative strategic planning activities to develop a framework for addressing social/health disparities proposed in their applications. Such a process is key to identifying the most important organizational and knowledge gaps and opportunities, identifying the expertise needed to address these gaps, developing a plan of action, identifying outcome measures, developing an administrative structure for efficient management and implementation. The planning activities should also include management strategies for implementation of projects/programs that will ultimately result in improved well-being for underserved populations. The resulting strategic plan should include short and long term goals that can be used to help monitor progress. Applicants are encouraged to consider the following elements of a strategic planning process as they prepare to respond to this RFA.

Identification and prioritization of organizational and knowledge gaps and opportunities:

This includes a collaborative process to identify and prioritize organizational and knowledge gaps in order to have an impact on community behavior, inform public

health policy and empower individuals and communities so that social and health disparities are reduced or eliminated in targeted underserved populations.

Strengths of the organization:

This involves identification of strengths in terms of the experience, expertise and resources of the organization and community partners. A realistic assessment should be made of the available experience.

These elements of the strategic planning process should result in the following components:

- Description of the social/health issue
- Description of organization
- Management Plan
- SB services requested and why these services are being requested
- How SB services will be utilized
- Description of proposed projects/programs

Management Plan

The Management Plan must include the structure and roles of personnel. This includes: 1) identification of specific key personnel among the organization’s leadership who are responsible for each major activity, 2), how will staff turnover be handled, 3) how SB services/resources will be allocated and prioritized, 4) how communications throughout the organization will be facilitated. Clear organizational charts for the organization as a whole must be provided.

Projects/Programs

Description of Projects/Program

The overall goals of the projects/programs that are proposed must be developed in the overall context and theme of the proposal and must be clearly described in the application. The rationale for how and why the proposed projects/programs were selected must be provided in the description of the program.

Qualitative and quantitative outcomes must be outlined.

Section II. Eligibility Information

Eligible Organizations

Domestic non-profit public and faith-based organizations, based in the metropolitan

Atlanta area, are eligible to apply. For profit institutions are not eligible. Organizations must be dedicated to underserved social and health issues and demonstrate need for SB's services and have some limitation with regard to ability to achieve organizational mission. This limitation may be illustrated by exhibition of two or more of the following conditions: 1) limited organizational capacity (less than four paid staff members), 2) finances (annual budget of less than \$25,000) and 3) other resources (limited staff skill sets).

Proof of 501(c)3 status (IRS Determination Letter) and annual budget must accompany applications for services.

Section III. Application and Submission Information

Address to Request Application Information

Application instructions are available at <http://www.shadowblossom.org>. For further assistance contact Xanthia Berry Telephone: 678-999-6020, Email: xberry@shadowblossom.org.

Content and Form of Application Submission

All application information should adhere to the following guidelines:

Font Size: 12 point
Font Type: Times New Roman
Margins: 1 inch

Organization Summary Component of the Application:

Page 1. Face page for application - Name of Organization, Key Contact Person (including title, email address, physical address and phone number).

Page 2. Application Form.

Page 3. Key personnel and organizational role(s).

Page 4. Overall table of contents.

Pages 5-6. Budgets.

The budgets should include a proposed budget for funds allotted by the organization for individual projects/programs. If fundraising services are being requested from SB,

please outline fundraising goals, including how these funds will be used by the organization.

Page 7. Biographical Sketch – Organization leadership.

Proposal Component of the Application:

The proposal component of the application must begin with a cover page identifying this component, the key personnel and contact information. Applicants should keep their applications as concise as possible, adhere to the specified page limits and assemble the application as follows:

| | |
|--|---------|
| Description of Underserved Social/Health Issue | 2 pages |
| Description of Proposed Program(s)/Project(s), including goals | 3 pages |
| SB Services Requested, Why Services are Being Requested and Summary of How Services to be Utilized | 1 pages |
| Management Plan | 2 pages |
| Appendix (if necessary) | |

Submission Dates and Times

Applications must be postmarked on or before the submission deadline date.

Receipt, Review and Anticipated Start Dates

Release Date: January 9, 2009

Pre-proposal Receipt Date: February 9, 2009

Request for Full Application Notification: March 2, 2009

Full Application Deadline: April 3, 2009

Award Notification Date: May 22, 2009

Earliest Anticipated Start Date: July 6, 2009

Pre-proposal

Prospective applicants are required to submit a pre-proposal that includes the following information:

- **Name of Organization**
- **Key Contact Person (including title, physical address, email address and phone number)**
- **Underserved Social/Health Issue**
- **Description of proposed project(s)/program(s)**
- **Name, email address, physical address, and telephone number for point of contact**
- **Names of other key personnel**
- **Number of this award opportunity**

The information contained in the pre-proposal helps guide SB staff in determining which organizations to ask to submit a full application for services. Determination of which pre-proposals asked to submit a full application is base on the alignment of the described project/program and SB's mission. Additionally, it allows SB to estimate the potential review workload and plan the review process. The pre-proposal should be sent to:

ShadowBlossom, Inc., c/o Xanthia Berry, PO Box 1887, Decatur, GA 30031. Email: xberry@shadowblossom.org.

Submitting a Pre-Proposal or Full Application to SB

If submitting a proposal via U.S. Mail, it is required that three copies of the proposal and appendix materials be sent to: Xanthia Berry, Executive Director, ShadowBlossom, Inc., PO Box 1887, Decatur, GA 30031. Proposals may also be uploaded to the ShadowBlossom website at <http://www.shadowblossom.org>.

Application Processing

Applications must be **postmarked on or before the application submission deadline**. If an application is postmarked after the submission deadline date, it will be returned to the applicant without review. Upon receipt, applications will be evaluated for completeness by the SB. Incomplete applications will not be considered eligible.

Section IV. Application Review Information

Criteria

The following will be considered in making award decisions:

- Underserved Populations/Issues addressed by applying organization
- Capacity of the applying organization
- Merit of the proposed projects/programs as determined by SB review
- Relevance of program priorities
- Thoughtfulness of proposal
- SB ability to provide exceptional service in the area(s) requested

Review and Selection Process

Applications that are complete will be evaluated for technical merit by an appropriate review group convened by SB in accordance with the review criteria stated below. As part of the initial merit review, all applications will:

- a) Undergo a review of pre-proposals, in which only those applications deemed to have the highest merit and adhere to SB's mission, will be asked to submit a full application
- b) Full applications will be discussed and assigned a priority score
- b) Receive a written critique
- c) Receive a second level of review by SB.

The goals of SB supported organizations are to advance our understanding of underserved social and health issues, to improve the control and treatment of disease and to enhance health and social well-being. In written critiques, reviewers will be asked to comment on each of the following criteria in order to judge the likelihood that the proposed projects/programs will have a direct or indirect substantial impact on the pursuit of these goals. Each of these criteria will be addressed and considered in assigning the overall score (1-5). Note that an application does not need to be strong in all categories to be judged likely to have a major impact and thus deserve a high priority score.

Overall Review Criteria

Significance: Does this organization serve an underserved social/health issue? If the aims of the proposal are achieved, will the outcomes impact behavior and awareness of the issue? What will be the effect of these projects/programs on impacted communities?

Are the overall goals for the proposed projects/programs clearly defined? If these goals are accomplished, how will the awareness, prevention and treatment of the identified issue(s) be effected?

Approach: Does the applicant acknowledge potential problem areas and consider alternative tactics? Is the leadership approach, including designated roles and responsibilities, governance and organizational structure consistent with and justified by the aims of the projects/programs and the expertise of the organization?

Is there evidence of meaningful interactions with the community in the development, design and implementation of the programs? Are barriers to community collaboration identified and appropriately addressed, and are the proposed interactions likely to be realized? Is there evidence that the community partners are integrally involved in the development and implementation of the organization's plans, projects and activities?

What is the potential for the proposed project/program and implementation of the organization's activities to have a synergistic effect on achieving the goals?

Organizations: Is there evidence that the organization has sufficient knowledge of contemporary social and health disparities, appropriate expertise in the key cultural and community factors that may influence the success of both the proposed projects and sufficient interaction with the specific community and/or targeted population to successfully implement community-based projects?

Is there a sufficient commitment made by organization staff members and named individuals from the community to ensure the success not only of the individual projects but also of the organization as a whole?

Environment: Do(es) the environment(s) in which the work will be done contribute to the probability of success? Do the proposed projects/programs benefit at risk or impacted populations, or employ useful collaborative arrangements? Are plans in place to continue programs after this award has been completed?

Management Plan: Is there a clear and appropriate delineation of the roles, responsibilities and coordination among members of the organization?

Is the requested role of SB clearly defined and adequate?

Section V. Award Administration Information

Award Notices

Upon receipt of completed full applications, SB will confirm receipt of the application via

email to the applying organization.

A formal notification in the form of a Notice of Award (NoA) will be provided to the applicant organization via email. A hardcopy of the NoA will be mailed to awardee via U.S. Mail for acceptance. If an awardee is not email enabled, initial notification of award will occur via phone. Selection of an application for award is not an authorization to begin performance. Any costs incurred before receipt of the NoA are at the recipient's risk.

Reporting

Awardees will be required to submit a progress report at three and six months to SB and financial reports delineating how funds were utilized (if applicable). Progress reports will be developed in collaboration with SB personnel.

Awardees will also update SB bi-annually on projects which were supported by SB, as long as the project is in existence. In addition, awardees are hereby notified that they may be contacted during or after the completion of this award for information helpful in assessing the overall impact of SB's services.

Contacts

We encourage your inquiries concerning this support opportunity and welcome the opportunity to answer questions from potential applicants.

General Questions: Xanthia Berry, Executive Director, ShadowBlossom, Inc., PO Box 1887, Decatur, GA 30031. Voice: (678) 999-6020. Email: xberry@shadowblossom.org

Application Checklist

Organization Summary Component of the Application:

- Pre-proposal
- IRS Determination Letter
- Organization Annual Budget
- Face page for application
- Application Form
- List of Key personnel and organizational role(s)
- Overall table of contents
- Proposed Project Budget
- Biographical Sketch of organization leadership

Proposal Component of the Application:

- Description of Underserved Social/Health Issue
- Description of Proposed Programs/Projects
- SB Services Request, Why Services are Being Requested and Proposed Utilization
- Management Plan
- Appendices (if necessary)

Organization Application

Organization Name: _____

Address: _____

Phone: _____

Point of Contact: _____

POC Phone: _____ POC Email: _____

Organization's Mission:

Tax ID Number or other documentation of non-profit or 501(c)
status: _____

What are the major challenges that your organization currently
faces?

How would you like ShadowBlossom to assist your organization?