

# **FLORIDA HEALTHY KIDS CORPORATION**

## **CALL FOR GRANT PROPOSALS (CGP) PTA/PTO Mini-Grants Program**

**September 24, 2009**

**Florida Healthy Kids Corporation  
Florida Bar Annex Building  
661 E. Jefferson Street, 2<sup>nd</sup> Floor  
Tallahassee, Florida 32301  
(850) 224-5437**

## Background

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The Florida Healthy Kids Corporation (FHKC) is a not-for-profit corporation that was created by the State of Florida in 1990 and given the mission of providing comprehensive health insurance coverage to school aged children. Healthy Kids has been providing quality health care coverage since 1992.

The Florida KidCare program was created by the 1998 Florida Legislature in response to the enactment of the State Children's Health Insurance Program (SCHIP) under the federal 1997 Balanced Budget Act. Components of the Florida KidCare Program include:

- ❖ MediKids
- ❖ Healthy Kids
- ❖ Children's Medical Services Network
- ❖ Medicaid

## PTA/PTO Mini-Grants Program

The goal of this call for mini-grant proposals is to work with Parent-Teacher Association/Parent-Teacher Organization (PTA/PTO) groups statewide to reach and educate more families regarding the Florida KidCare program and its benefits. Florida PTA/PTOs' primary mission is to be a reliable resource to families and communities. With this in mind FHKC is pleased to announce an opportunity for qualified local PTA/PTO units and councils to submit proposals under a mini-grants program. PTA/PTOs have always been a strong voice for Florida's children and through this mini-grant opportunity FHKC hopes to reach an underserved population. Statistics reflect children perform better in school if they receive the health care they need whether it is preventative or catastrophic. When children are ill everyone loses, the school loses a child that is not present to learn, the child misses valuable classroom instruction, and the parent misses work. We encourage your PTA/PTO to make a difference in the lives of your students and community.

Mini-grant submissions should focus on a specific targeted audience or activity which will ultimately result in increased enrollment into the Florida KidCare program. (Additional information about the Florida KidCare program can be found at the Florida KidCare website, [www.floridakidcare.org](http://www.floridakidcare.org)) Technical assistance from FHKC staff in submitting these proposals is also available by request to the issuing officer.

Proposed activities must fall between October 1, 2009 and June 30, 2010. Proposals will be accepted on a rolling basis beginning with the release of this

Call for Grant Proposals document until the allocated funds have been exhausted. Proposals will be evaluated by FHKC as submissions are received.

The maximum grant award is \$5,000 per proposal and funds are non-recurring.

All submissions will be reviewed with respect to the funding being requested, the proposed activities and objectives and whether those activities and objectives will result in increased enrollment in the Florida KidCare program. Respondents to this CGP will be notified in writing if their mini-grants proposal has been selected.

If selected, FHKC will provide grantee support through the Florida KidCare online training series which was developed to educate grantees on the Florida KidCare program and how to assist families complete the Florida KidCare application. In addition, a Marketing Tool Kit and promotional items have been developed or printed by FHKC and will be provided for awarded grantees to market the Florida KidCare program.

Suggested activities include:

1. Displaying approved signage and materials in prominent school locations to promote the Florida KidCare program;
2. Providing a continuous link to the Florida KidCare website, [www.floridakidcare.org](http://www.floridakidcare.org), in a prominent location on the school organization's website;
3. Providing approved advertising about the Florida KidCare program in newsletters, distribution lists, or other communications to parents and community such as the PTA/PTO or school newsletters;
4. Identifying one person to serve as a parent liaison to assist families complete the Florida KidCare application;
5. Encouraging the school to promote the importance of health care through services projects or school-wide assemblies;
6. Working with local partners to create and promote an event to include Florida KidCare education and application assistance;
7. Promoting the Florida KidCare program during at least one of the general PTA/PTO meetings; and
8. Urging the school to make a long-term commitment to ensuring every child has health care coverage.

## Requirements for Consideration

### 1. Qualified Entities

- ✓ Proposals will only be accepted from both PTAs and PTOs.
- ✓ Submitting PTAs must in good standing with the State PTA.
- ✓ PTA/PTO must be designated as 501 (c)(3) as by the Internal Revenue Service.

## 2. Submission Guidelines

All proposals must be submitted electronically utilizing Word to the Issuing Officer listed in this document. Documents that require a signature may be scanned and submitted utilizing Adobe Acrobat. The submitting organization is responsible for ensuring that all elements of the proposal are provided in an organized and concise fashion. FHKC may contact the submitting organization during the review to seek clarification or additional information about any element of the proposal. Applicants will be notified in writing of either their acceptance or denial.

### Proposal Contents

Proposals should be brief and describe the main activities or events that would be funded under the project and the proposed funding for the project.

At a minimum, the proposal should include the following elements:

- ✓ A cover page including:
  - School Name
  - School Website address
  - Name of the applicant Local Unit/Council (Multiple PTA/PTOs can submit a joint proposal)
  - Contact Name for Respondent. The Contact Person must be available to respond to inquiries during the grant review period
  - Mailing Address
  - Street Address, if different from Mailing Address
  - Phone and Fax Numbers for Contact Person
  - E-Mail Address for Contact Person
  
- ✓ School's lowest and highest grade levels,
- ✓ Number of students in the school,
- ✓ Description of the school's ethnic make-up (Caucasian, African American, Hispanic, Asian, American Indian, Other),
- ✓ Short description of the PTA/PTO including current membership, description of the community served by this PTA/PTO, and any current community efforts,
- ✓ Percentage of the school's students who receive free or reduced lunch,
- ✓ Specify the county or counties to be served under this project,
- ✓ A brief description of the proposed activities including how the PTA/PTO plans to target and educate potentially eligible families, in addition to how you will achieve the overall goal of increasing enrollment. Be sure to include a timeline for key events with a start date no earlier than October 1, 2009 and end date of not later than June 30, 2010

- ✓ If applicable, list previous experience assisting families apply for Florida KidCare or similar service programs,
- ✓ Proposed budget amount and budget narrative (FHKC's contract with the Agency for Health Care Administration prohibits the use of grant funds for the purchase of any food, beverages or other refreshments.)
- ✓ Copy of the PTA/PTO's most recent by-laws,
- ✓ A letter of support from the school principal,
- ✓ A signed Affirmation Statement (see attached sample) from the organization's PTA/PTO President indicating the following:
  - Support for the submission and
  - A statement affirming that Respondent agrees to adhere to all terms and conditions proposed under this CGP,
- ✓ Provide proof of the organization's 501(c) (3) status (if applicable), and
- ✓ A copy of the most recent statement from the PTA/PTO audit committee. If financial statements are not available, alternative documentation of financial stability may be submitted with the approval of FHKC.

### **3. Proposed Contract**

All approved entities will be required to execute Florida Healthy Kids Corporation's standard contract which will stipulate the qualifications and responsibilities of a mini-grant recipient. Contracted entities are prohibited from sub-contracting with other entities for contracted services without the prior written consent of FHKC.

A copy of the draft contract is available upon request. If the entity has any requested changes to the standard contract, those requested changes should be included in your submission. Final decision as to whether such changes will be accepted will be at FHKC's sole discretion and will be included in the final contract.

### **4. Reporting**

Progress reports will be required of all grantees. Progress reports must reflect with specificity the activities being conducted and resources being utilized and that adequate progress has been made during the grant period towards the goals and objectives.

### **5. Payment**

Since it is anticipated that funds under this CGP would be for short term projects or a specific activity or event, the Respondent should indicate in its submission its preference for how funds should be released through the grant period. If no preference is indicated, 50% of awarded funds will be

advanced at the execution of the Contract. The remaining balance will be disbursed upon acceptance of required reports reflecting adequate progress towards the agreed upon deliverables and expenditures.

FHKC will reserve the right to withhold or modify any portion of the grant should the grantee not meet these conditions.

Funds will not be provided retroactively for costs incurred prior to the contract start date.

<b>Additional Terms and Conditions</b>
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In addition to the provisions already stated above, all Respondents by responding to this CGP also agree to abide by the following terms and conditions:

A. Restrictions on Lobbying for Florida KidCare

State and federal law and FHKC's contract with the Agency for Health Care Administration prohibit the use of state funds, including funds awarded under this grant process and any accompanying matching funds, for utilization to lobby or advocate any positions or proposed legislation to either the federal, state or local executive or legislative branches during the grant period. Grantees are responsible for ensuring compliance with these provisions and providing an accurate accounting upon request of FHKC to affirm such compliance.

Failure to adhere to these requirements shall result in the forfeiture and/or return of all grant funds awarded under this CGP at FHKC's sole discretion.

B. Identification and Association

Grantees receiving funds under this CGP may not identify themselves to any third party as a representative of the Florida KidCare program or the Florida Healthy Kids Corporation. Representatives of a grantee shall be identified as representatives only of the grantee organization which has received funds from FHKC under CGP.

C. Training and Meetings

If your proposal includes application assistance you will be required to identify at least one person to take and successfully complete the

Florida KidCare online training series provided by FHKC within two weeks of Contract Execution Date.

D. Unused Grant Funds

Grantees will be required to return to FHKC any unearned funds, or overpayments due to inadequate progress regarding agreed upon deliverables, or funds disallowed pursuant to the terms of the executed Contract.

**Issuing Officer and Contact Information**

Issuing Officer: Mrs. Dwanna Hill  
Florida KidCare Outreach Manager  
(850) 701-6105 (phone)  
hilld@healthykids.org

All contact regarding this grant process, including questions regarding this CGP should be directed to the Issuing Officer identified above. Failure to follow these guidelines may result in the disqualification of the submission.

For more information on the Florida Healthy Kids Corporation or the Florida KidCare Program, please visit [www.healthykids.org](http://www.healthykids.org) and [www.floridakidcare.org](http://www.floridakidcare.org).

**SPECIAL NOTE REGARDING CALL FOR GRANT PROPOSALS**

The Florida Healthy Kids Corporation is a private, not-for-profit corporation and not subject to the bid requirements of the State of Florida. FHKC may elect to consider or reject any or all responses. The final decision on the selection of grant proposals for funding is at the sole discretion of FHKC.

Your submitted proposal in response to this CGP indicates your agreement to these conditions.

**Sample Affirmation Statement**

Affirmation that Respondent agrees to adhere to all terms and conditions proposed under this CGP. This attestation must be signed by the PTA/PTO President.

PTA/PTO LETTERHEAD  
ADDRESS  
PHONE  
FAX  
EMAIL:

Date

Florida Healthy Kids Corporation  
Dwanna Hill, Florida KidCare Outreach Manager  
661 E. Jefferson Street, 2<sup>nd</sup> Floor  
Tallahassee, Florida 32301

To Whom It May Concern:

I (Name), PTA/PTO President (Title) for ORGANIZATION, hereby attest that ORGANIZATION agrees to abide by all of the terms and conditions included in the Call for Grant Proposals document issued by the Florida Healthy Kids Corporation on October 1, 2009.

This attestation includes agreement to adhere to the proposed contract and the following terms and conditions as stated in the Call for Grant Proposals:

- A. Restrictions on Lobbying
- B. Identification and Association
- C. Mandatory Training
- D. Payment for Adequate Progress

I understand that should ORGANIZATION be awarded a grant under this process that failure of ORGANIZATION to adhere to these terms and conditions may result in forfeiture of the grant or the withholding of funds at FHKC's sole discretion.

Sincerely,

NAME  
TITLE