

THE SAN FRANCISCO FOUNDATION

The Community Foundation of the Bay Area

October 31, 2011

Request for Proposals – by Invitation Only

The East Bay Foundation on Aging
A supporting organization of The San Francisco Foundation

Up to \$325,000 Available for Grants
Proposals due Monday, December 5, 2011

BACKGROUND

The East Bay Foundation on Aging (EBFA), a supporting organization of The San Francisco Foundation, is pleased to announce a new grantmaking program designed to improve the quality of life for seniors through grants to nonprofit organizations in Alameda and Contra Costa counties.

Founded with the proceeds from the sale of the Matilda Brown Home for Elderly Women in Oakland, the EBFA has assets of approximately \$7 million and an annual grantmaking program of up to \$325,000. Northern California's oldest nonprofit, The Ladies' Home Society of Oakland ran the Matilda Brown Home from 1928 to 2007. Due to financial, infrastructure, and emerging issues related to the changing demographics and needs of seniors, the Society sold the facility and created a grantmaking entity that will continue the legacy of service to seniors.

The Mission of the East Bay Foundation on Aging is to improve the quality of life of the elderly through grants to nonprofit organizations in the East Bay. Initial priorities include direct service, training, and capacity-building grants to organizations serving elderly women, Oakland residents, and/or utilizing an intergenerational approach.

PURPOSE OF THE GRANTMAKING PROGRAM

The goal of the EBFA is to improve and maintain the physical and emotional health of older adults by supporting services and programs that promote independence. Grants will be considered for proposals that address this goal by using one or more of the following objectives and strategies:

Objective: Expand and strengthen services that promote aging in place.

- **Support and strengthen organizations that offer training and support to caregivers including nurses, family members, and home health workers.**
- **Support and strengthen organizations that offer supportive services, such as transportation, shopping, meal preparation, housekeeping and other services to maintain independence.**
- **Support efforts to improve hospital-to-home transitions, as well as transitions to facilities and within families.**

- **Support policy and advocacy efforts targeting safety net services, including food security, adult day services and other social services for vulnerable seniors.**

Objective: Improve access to healthcare services for older adults.

- **Support access to healthcare services with an emphasis on chronic disease management that links medical care with health education, healthy eating, and physical activities.**
- **Support and strengthen community-based organizations that provide access to an array of health and social services designed to improve health and well-being, and reduce social isolation.**

ELIGIBLE ORGANIZATIONS

This is an invitation-only Request for Proposal (RFP). Only those nonprofit organizations serving Alameda and Contra Costa counties are eligible for funding.

SIZE OF GRANTS

Grants are available in the \$20,000 to \$30,000 range. While most grants will be for one year, applicants may request up to two years of funding.

TYPES OF GRANTS

1. **Project Support:** These grants are restricted to a specific piece of work that provides direct benefit to the organization's constituents over a period of time to achieve measurable results. Project support may be used to pay for all costs directly related to the operation of the project. Project support grants cannot be used for general administration of the organization (also known as indirect costs).
2. **Capacity-building Support:** This type of support is generally awarded for activities that strengthen an organization, or a coalition of organizations, to better achieve its mission. Capacity-building may include expansion of services, infrastructure improvement, organizational assessment, strategic planning, board/staff development and fund development. The grant is restricted to a particular activity, and the outcomes of the capacity-building project must be conducted over a set period of time to achieve measurable results.
3. **Core Operating Support:** This type of support is also known as general support. An organization may use the funds in any way that supports its mission. Core operating grants are normally based on the organization's track record, mission and history in the community.

SELECTION PROCESS

The screening and selection process will involve a program committee, comprised of members of the EBFA board. Applications will be ranked based on criteria that include *one or more of the following*:

- ✓ The proposal is consistent with the EBFA's objectives and strategies as outlined in the RFP.
- ✓ The proposal demonstrates collaboration/partnership with other nonprofit organizations and/or government agencies.
- ✓ The project description is clear, meets a pressing need in the community, and demonstrates a clear link among the proposed needs, outcomes, and activities.
- ✓ The organization/project fills an important niche that no other organizations in the community are addressing.
- ✓ The proposal demonstrates the ability to leverage other funds to increase the impact of the project.
- ✓ The project meets emerging needs of vulnerable seniors.
- ✓ The project demonstrates an innovative approach in addressing one or more of the objectives and strategies of the EBFA.
- ✓ The project demonstrates a cost-effective approach for delivering services.

PLEASE NOTE: Due to the ongoing economic challenges, preference will be given to those organizations providing key safety net services to vulnerable seniors including food, crisis services, case management, and/or cash assistance to help with rent or mortgage payments, utility bills, car repairs or food vouchers. Preference will also be given to organizations serving Alameda County, especially those serving seniors in Oakland.

SUBMITTING PROPOSALS

- ALL APPLICATIONS will be accepted ONLY through The San Francisco Foundation's online grant application system, Grantee Center, at www.sff.org.
- The online application will be available October 31, 2011.
- Please note that the application process for the EBFA grantmaking program is a one-step process. Applicants may complete and submit the entire proposal at once: the outline of request, narrative, financials, and all other requested attachments.
- Hard copies, faxes, or emails of applications and/or other proposal materials will not be accepted.

TIMELINE

- Monday, October 31, 2011** – Online applications available in Grantee Center at www.sff.org.
- Monday, December 5, 2011** – Deadline for online submission.
- Friday, March 9, 2012** – 2012 grant approvals made by Foundation Board of Trustees.
- Friday, April 1, 2012** – Grant period begins.

QUESTIONS

If you have questions after reviewing this document and other information available on the website and in Grantee Center, please contact the appropriate staff member:

Application-related: Emily Rosenberg, err@sff.org or 415.733.8529.
Eligibility and content: Mark Cloutier, mcloutier@sff.org or 415.733.8584.

For technical assistance, please consult Grantee Center Help: www.sff.org/grantee-center-help/.
If you're still having trouble, contact Grants Management at apps@sff.org or 415.733.8500.