



Greater Washington Workforce Development Collaborative

Request for Proposals: Health Career Opportunities Grants

I. Background

An initiative of the Community Foundation for the National Capital Region, the Greater Washington Workforce Development Collaborative (GWWDC) is a coalition of fourteen grantmakers that helps low-income adults throughout the Greater Washington region obtain and retain jobs that provide good wages, benefits, and opportunities for advancement. One of GWWDC's key investment strategies is to support the development of career pathways in high-growth, high-wage industries. GWWDC launched this work with two grants focused on the construction industry in late 2008. The collaborative is now expanding our work to include the health industry.

Healthcare is one of the largest – and fastest growing – industries in the Greater Washington region. The Bureau of Labor Statistics estimates that there were nearly 235,000 healthcare industry employees in our region in 2008. Unfortunately, the demand for skilled health workers is larger than the supply currently available, causing health employers to experience frequent worker shortages. At the same time, there are many workers in the Greater Washington region who could benefit from the demand for workers in the health industry. Consider that:

- **Unemployment is on the rise.** Rising unemployment means that more workers need job skills training and job placement assistance to get back to work.
- **Many local residents need workforce development services to achieve family self-sufficiency.** According to estimates from DC Appleseed and the DC Fiscal Policy Institute, more than 50,000 low-income adults in the District alone need workforce development services to increase their skills, employment, and earnings.

Offered in partnership with the Regional Alliance for Careers in Health (ReACH), GWWDC's Health Career Opportunities Grants program aims to benefit employers and workers alike by helping low-income adults enter and/or advance in health careers.

II. Grant Information

GWWDC will award 2-4 grants of up to \$50,000 to initiatives that help low-income adults (18+) enter and/or advance in health careers, with the goals of:

- Helping low-income adults achieve family economic self-sufficiency through careers in health;
- Addressing the skill needs of health employers; and
- Improving the overall quality of healthcare available throughout the national capital region.

Grants will be made to employers, community colleges, other not-for-profit educational institutions/training providers, community-based organizations, nonprofits, local workforce investment boards, and/or labor unions. Preference will be given to partnerships that include one or more employer partner and at least one other entity.

Each grant is expected to result in at least 25 individuals achieving two or more of the following outcomes:

- Securing employment in the health industry and retaining employment for at least 6 months;
- Obtaining an industry-recognized, in-demand credential (e.g., CNA, CPT); and/or
- Advancing toward family economic self-sufficiency, as evidenced by:
 - Transitioning from part-time to full-time (35+ hr/wk) employment;
 - Obtaining a promotion;
 - Securing a wage of \$12+/hour or receiving a 10+ percent raise/wage increase; and/or
 - Securing employer-sponsored benefits.

To this end, we anticipate that these grants will be used:

- To expand programs that successfully help low-income individuals launch or advance in careers in health;
- To replicate programs (e.g., from another organization or region) that successfully help low-income individuals launch or advance in careers in health; and/or
- To help health careers training/advancement programs grow their capacity to work with low-income adults.

Possible grantee activities include but are not limited to:

1. “Bridge” programs that help low-income adults enrolled in adult literacy/ESOL/GED courses prepare for entry-level health jobs or enter job skills training leading to a credential.
2. Creating or growing programs that help reduce attrition by providing supportive services (e.g., case management, assistance coordinating transportation/child care) to either health careers students or low-income health workers.
3. Helping to improve student success through tutoring, mentoring, and/or financial assistance.
4. Growing the capacity of health careers education and training programs through the strategic use of distance learning, simulation labs, etc.
5. Helping low-income adults obtain credentials for health occupations where there is a current or projected shortage of skilled workers.
6. Developing career pathways, career coaching programs, training, or other mechanisms to help existing, low-income health workers advance their careers and earnings.

The Health Career Opportunities Grants will be administered by GWWDC in partnership with the Regional Alliance for Careers in Health (ReACH). A new regional coordinating body for health employers

and education/training providers, ReACH will provide technical assistance and facilitate peer learning opportunities for Health Career Opportunities grantees. In addition, ReACH will also assist Health Career Opportunities grantees in addressing any policy or regulatory issues that may restrict the effectiveness of their programming. Grantees may also be asked to serve on ReACH advisory committees.

GWDC members are very interested in learning more about promising practices in workforce development. As such, all grantees will be required to track program participant outcomes using an online data collection system called Outcome Tracker and participate in occasional interviews with our evaluators. GWDC will cover the costs of the Outcome Tracker licenses and provide training for all grantees on how to use the database.

III. Eligibility

- Eligible applicants include:
 - Health industry employers
 - Community colleges or other not-for-profit educational institutions/training providers
 - Community-based organizations/nonprofits
 - Local workforce investment boards
 - Labor unions
- **Multi-organization partnerships are encouraged.** Preference will be given to partnerships that include at least one employer and at least one other entity (e.g., community college, CBO, union, etc.).
- Grants can only be disbursed to 501(c)3 nonprofit organizations. In the event that a partnership includes a for-profit organization, a nonprofit partner must serve as the fiscal agent.
- This grant requires a 1:1 (\$50,000) match by the recipient(s). An in-kind match is acceptable but must be well-documented in the application.
- Applicants must be located in the Greater Washington area, including the District of Columbia; Northern Virginia (i.e., City of Alexandria, Fairfax County, Loudoun County, Arlington County, City of Falls Church, Prince William County, City of Fairfax, City of Manassas, and the City of Manassas Park); and neighboring counties in Maryland (Prince George's County, Montgomery County, Town of Bladensburg, City of Bowie, City of Gaithersburg, City of College Park, City of Greenbelt, City of Rockville, and the City of Takoma Park).

IV. To Apply

To apply, applicants must complete the attached application and submit it via email to the GWDC Program Director, Sarah Oldmixon, at soldmixon@cfncr.org **no later than 5pm on Tuesday, September 1, 2009**. Please note that our spam filter does not allow us to receive any .zip (compressed) files. You will receive an email confirmation upon receipt. If you do not receive a confirmation within one hour, please call 202-973-2519.

The narrative section of your proposal cannot exceed ten pages. Proposals should use 11+ point font, have margins of at least 1", and include page numbers.

V. Selection and Notification Process

A selection committee comprised of GWWDC steering committee members will review the proposals. Finalists will be notified by late September and may be asked to provide additional information or meet with the selection committee. Grant announcements will be made in October.

VI. For Additional Information

An informational call for applicants will be conducted on August 13, 2009 at 2:00 pm. To participate in the call, please email soldmixon@cfncr.org to request the call-in information. In addition, please contact Sarah Oldmixon, GWWDC Program Director, at 202-973-2519 or soldmixon@cfncr.org if you have any questions about this opportunity.

VII. Disclaimer:

This RFP is not binding on the Greater Washington Workforce Development Collaborative or its fiduciary agent, the Community Foundation for the National Capital Region, nor does it constitute a contractual offer. Without limiting the foregoing, GWWDC reserves the right, in its sole discretion, to reject any or all proposals; to modify, supplement, or cancel the RFP; to waive any deviation from the RFP; to negotiate regarding any proposal; and to negotiate final terms and conditions that may differ from those stated in the original RFP. Under no circumstances shall GWWDC be liable for any costs incurred by any person in connection with the preparation and submission of a response to this RFP.

Application for Funding: Health Career Opportunities Grants

Lead Organization (Fiscal Agent) Information

Lead Organization Name: _____

Street Address: _____

City, State, ZIP Code: _____

Phone: _____ Fax: _____

Website Address: _____

Contact Information for Individual Completing this Application

Name: _____ Phone: _____

Title: _____ Fax: _____

Email: _____

Partner Information

Partner Organization Name: _____

Website Address: _____

Contact Name: _____

Contact Title: _____

Phone: _____ Email: _____

Grant Request Information

Dollar Amount Requested: _____

Fiscal Year Begins (month/day): _____

Total Project Budget: _____

Total Organization Budget: _____

Brief summary of the request (required):

Required Documentation Checklist

Please attach the following to your application. These items do not count against the ten page limit for the narrative.

- Letters of support from each partner organization (or a MOU) noting the particular roles and resources said partner has committed to the proposed project. The lead organization/fiscal agent need not provide a letter.

Financial Documentation for the Fiscal Agent:

- Organizational budgets v. actual (revenue and expenses) for both the current and previous fiscal years
- Organization's year-to-date Statement of Financial Position (Balance Sheet) and year-to-date Statement of Activities (Income Statement)
- If this application is being made during the last quarter of the organization's fiscal year, provide the organization's projected/proposed/draft budget for the next fiscal year
- Most recent audited financial statements (include auditor's letter and notes). If you do not have an audit, provide pages 1-6 of most recent IRS Form-990.
- A copy of your current IRS tax-exempt determination letter.

Financial Documentation for the Program:

- Unless this is a new program, please provide the program budget v. actual (revenue and expenses) for the current and previous fiscal years.
- If this is a new project or this application is being made during the last quarter of the organization's fiscal year, provide the program's projected/proposed/draft budget for the next fiscal year.

- Documentation of how the matching grant will be provided. An in-kind match is acceptable.

Additional Documentation from the Fiscal Agent:

- A one-page organizational chart.
- Short biographies (no more than 1/2 page) of staff and volunteers essential to the success of this request.
- List of board members with terms, occupations, and places of employment.

Authorization

I hereby certify that:

- To the best of my knowledge, the information reported in this proposal is true and accurate.
- If selected, my organization and our partners agree to participate in:
 - Required data collection and evaluation activities; and
 - Peer-to-peer learning activities and/or meetings organized by ReACH or the National Fund for Workforce Solutions.

Authorized Signature(s):

Executive Director Name
Title
Lead Organization Name

Project Director Name
Title
Lead Organization Name

Date

Date

IX. Narrative

Please note that the narrative cannot exceed ten pages. Please use 11+ point font and 1" margins.

Part I: Organizational Background

Please limit the following to no more than one page per partner:

1. Describe each partner's history, mission, and goals.
2. Describe current programs and activities, and recent organizational accomplishments.
3. How will this request enable the organization to build its capacity, address current limitations, and/or improve its ability to meet program or organizational goals?

Part II: Project Information

1. Please describe your proposed project. Include information about partner roles, the number of individuals to be served, the target population, and the location where services will be provided.
2. How will these activities...
 - a. Help low-income adults achieve family economic self-sufficiency through careers in health?
 - b. Address the skill needs of health employers?
 - c. Improve the overall quality of healthcare available throughout the national capital region?
3. What measurable outcomes will be achieved during this grant period? Each grant is expected to result in at least 25 individuals achieving two or more of the following outcomes:
 - a. Securing employment in the health industry and retaining employment for at least 6 months;
 - b. Obtaining an industry-recognized, in-demand credential (e.g., CNA, CPT); and/or
 - c. Advancing toward family economic self-sufficiency, as evidenced by:
 - a. Transitioning from part-time to full-time (35+ hr/wk) employment;
 - b. Obtaining a promotion;
 - c. Securing a wage of \$12+/hour or receiving a 10+ percent raise/wage increase; and/or
 - d. Securing employer-sponsored benefits.
4. How was the program approach developed?
 - a. Does this program use promising practices – i.e., is this program based on a program that has been shown to be effective in other settings, based on national standards, etc? If so, please describe.
 - b. If applicable: how was the target population involved in program development?
 - c. If applicable: what measurable outcomes have been achieved over the past year?

5. What is the timeline for implementation?
6. What existing resources (e.g., facilities, people, funding) will be used? Please include a description of your in-kind match in this section if applicable.
7. What resources (financial, personnel, partnerships, etc.) will be needed to sustain this effort beyond this grant? How do you anticipate that those resources will be secured?