



**Howard L. Greenhouse Large Grant Program  
Request for Applications (RFA)  
Letter of Intent Instructions  
Grant period: July 1, 2022 – June 30, 2023**

For the 2022-2023 Howard L. Greenhouse Large Grant Program, the Potomac Health Foundation will be making **one year only** grants. **NOTE—Grants made in this cycle will be considered one-time grant opportunities and may not have the opportunity to apply for renewal.**

PHF is interested in project ideas that focus on, but are not limited to the following:

- 1) **Access to Health:** to reinforce access to primary health care for medically underserved residents in the age of COVID-19. This includes:
  - Primary care, maternal and child health, dental, and medication
  - Addressing equity issues in access to health care highlighted by the pandemic, including, but not limited to equitable distribution of any vaccine or treatment
  - Addressing social and structural determinants of health such as equity, housing, technology access, food insecurity
  - Advocacy and policy work that addresses systemic barriers to access to healthcare
- 2) **Behavioral Health:** to support the community through provision of behavioral health care services and public outreach and education about mental health issues, including trauma informed care. In addition, addressing the implications of COVID-19 on behavioral health issues in the community, as well as social distancing practices and challenges to accessing mental health or substance use services.
- 3) **Capacity Building:** to support projects that build the organizational capacity of non-profits including, but not limited to—strategic planning, board development, outside consultants, IT/technology. Duplicative program offerings recently funded by PHF (i.e. Catchafire) will not be considered.
- 4) **COVID-19 response and assistance:** to provide support to non-profit organizations as needed due to the impact of the COVID-19 pandemic on operations or programming. This includes, but is not limited to:
  - Keeping employees and consumers safe
  - Food and essential services
  - Support for childcare
  - Eviction prevention
  - Arts and cultural relief

**Pertinent information:**

- The minimum request amount is \$25,000 and the maximum request amount is \$250,000
- Agencies, especially those with other PHF grants, should consider IRS regulations regarding “tipping” and the public charity support test

### **The Request for Applications process occurs in two steps:**

1. The first step is the initial application, known as the Letter of Intent (LOI). Applications will be reviewed by the Grants Committee and Board of Directors to determine fit with Foundation service area and funding priorities.
2. Progression to the second step of the application process, known as the Formal Proposal, is invitation only. Applicants will be notified of the Foundation's decision in writing.

Applications should be submitted online. All applicants are required to submit a Letter of Intent (LOI) highlighting the purpose and objectives of the project, along with budget information. **The applicant is responsible for ensuring the LOI arrives by the deadline of 5:30 p.m. on Wednesday, January 19, 2022.**

**If Potomac Health Foundation approves your LOI**, a more detailed proposal will be requested in March 2022 for consideration by the board. Instructions and an application form will be provided at that time. **The deadline for the formal proposal, if invited, will be by 5:30 p.m. on Friday, April 15, 2022.** An interview may also be requested during the formal proposal application process. Please note, receiving an invitation to apply after you submit an LOI does not assure approval of your proposal. Community partners receiving a grant award will be notified by **June 3, 2022** with the first payment scheduled to go out in late June. For a listing of important dates in the Howard L. Greenhouse Large Grant Program process, please see page 3.

### **Evaluation Criteria**

The Foundation favors LOIs that: show promise of significant impact in addressing identified issues, are clearly aligned with foundation priorities, demonstrate sound financial planning, including sustainability, are thoughtfully planned, organized and ready for implementation, complement efforts of other organizations and address current and emerging health issues. Specifically, the following evaluation criteria will be considered throughout the due diligence process as the Foundation works to identify the requests to fund:

- Geographic service area
- Alignment with strategic priority area(s)
- Target population and filling critical needs
- Methods/activities and use of best practices
- Appropriateness of budget request
- Organizational ability
- Meets Board-approved grant guidelines

### **Foundation Service Area**

Applications will be accepted from tax-exempt organizations that serve the people of eastern Prince William County Virginia, and the immediately adjacent communities in southeastern Fairfax and north Stafford counties. This includes the following areas: Aquia, Dale City, Dumfries, Garrisonville, Lake Ridge, Lorton, Manassas (Zip code 20112), Montclair, Occoquan, Quantico, Southbridge, Triangle and Woodbridge, Virginia.

### **Excluded Purposes**

The Foundation excludes the following from funding consideration: programs not directly related to health; sponsorships including fundraising events; direct support of individuals; programs designed to serve members of religious or sectarian organizations, exclusively; programs currently served by other sources (if Foundation grant would supplant this funding); retirement of debt; programs that do not or would not have other sources of revenue (i.e. PHF is the sole source of funding); scientific research grants; indirect cost percentages.

## Letter of Intent Guidelines

Projects that meet the Potomac Health Foundation project focus area and service area requirements should submit an LOI using the following guidelines. Sample forms and online grant application instructions are also available at <http://potomachealthfoundation.org>.

**Letter of Intent should include:** (no more than 3,000 characters)

It is recommended to write the document using a word processor prior to online submission.

**1. Agency Profile:** (excluded from character count)

- Organization name, address and website.
- Organizations' founding date, federal tax ID number, year tax-exempt status was awarded, and mission statement.
- Executive Director and Project Contact name, phone number, and email.
- Briefly describe your organization's history and recent accomplishments. (500 maximum characters)

**2. Project Information:** (excluded from character count)

- Project title with proposed start and end date.
- Grant type and service area requirements.
- PHF Focus Area: Access, Behavioral Health, Capacity Building, COVID-19 response and assistance
- Foundation service area: geographic designation of service delivery.

**3. Project Narrative:**

- Describe the purpose of the funding request, including a problem statement or need assessment for the project. (750 maximum characters)
- Description of the target population to be served, the approximate number of people to be served. (250 maximum characters)
- If applicable, describe how the COVID-19 pandemic framed the project's objectives. (250 maximum characters)
- Describe the project's outcomes/objectives (annual results). (250 maximum characters)
- Description of the activities that will occur in order to obtain the results. (250 maximum characters)
- Explanation of the monitoring and evaluation plan. (250 maximum characters)
- Local leadership and community support for the project. Include any projected support that may not be secured, but will be by the time of implementation. (250 maximum characters)
- How the requested funds will be spent. (250 maximum characters)

**4. Proposal Budget and Signatory Page:**

The initial application does not require a detailed budget; however, there is limited flexibility in funding requests between phases so it is best to request a realistic budget during the LOI process. The online system does require general information about the dollar amount requested, the agency contribution and the agency operating budget. A signed budget signatory form is also a required upload. A copy of this form is available in the online system under the Virtual Office Library, or as a link in the budget portion of the application. Print the signatory form and obtain the appropriate signatures in order to submit a completed application to the Foundation. The category information on the signatory form should match the figures entered into the online application.

Submit the LOI online [Here](#).

For more information:

Visit:

[www.potomachealthfoundation.org](http://www.potomachealthfoundation.org)

Contact:

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### **2022-2023 Request for Applications Timetable**

**January 5** – LOI Webinar 12:30 p.m.

RSVP link: <https://forms.gle/AERKabZUWY2Vjw4F9>

**January 7, 10 & January 12**– PHF “office hours” for potential projects\*

Sign up link: <https://calendly.com/erin-phf/phf-loi-office-hours>

**January 19** – Letter of Intent due by 5:30 p.m.

**March 4** – Applicants notified of decision

**March 16** – How to Apply Proposal Workshop 12:30 p.m.

**April 15** – Proposals due by 5:30 p.m.

**June 3** – Full proposal applicants notified of decision

**June 21** – Orientation and signing of agreements 12:30 p.m.

**End of June** – First payment

**July 1** – Projects begin

\*Limited to one organization per 30-minute window, first come first served. Will receive a confirmation e-mail from PHF staff regarding your time slot.