



REQUEST FOR PROPOSAL

INTENT

Comprecare Foundation requests proposals for community-based health promotion projects to address the needs of Colorado's elderly population. Replicable demonstration projects that incorporate evidence-based approaches to health promotion among seniors are encouraged. Priority will be given to projects that seek to serve hard-to-reach seniors, i.e., those seniors who are older, poorer, isolated and/or more chronically ill. These persons face barriers to accessing the components of healthy living -- physical activity, good nutrition and management of chronic health problems.

Governmental agencies, including counties and municipalities, or organizations that are currently designated as tax exempt under Section 501(c)3 of the Internal Revenue Code are eligible to apply. Rural as well as urban communities are eligible to apply.

Successful proposals will be funded for one year up to a maximum of \$16,000 with the possibility of two additional years of funding being available. A 20 percent in-kind or 10 percent cash match is required during each year of funding.

BACKGROUND

In 1987, Comprecare Foundation established the *Elderly Health Promotion Initiative*. Over the past 24 years, eighty-one community-based projects have been funded that focus on helping older adults maintain their health through self-help and lifestyle changes. The initiative has received recognition for its emphasis on innovative, collaborative, community-based efforts. It is a model for other foundations interested in aging issues.

With the steady increase in the elderly population, there is a continued need to improve the quality of life of older Coloradans by assisting them to develop and maintain optimal wellness. Ample research demonstrates that physical activity, good nutrition and proactive management of chronic conditions are essential to maintaining a healthy quality of life for seniors. Significant public and private funding has been devoted to advancing these components of healthy living in recent years both nationally and in Colorado. The challenge now is to bring these evidence-based interventions to seniors who heretofore have not been exposed to them or whose motivation for behavior change is limited. Programs or projects which involve seniors in their planning and administration have the most potential for reaching seniors effectively.

PROJECT SPECIFICATIONS

Proposals should show practical, realistic project designs. Information on previously funded projects is available from the Initiative Coordinator, Dr. McMahon. Proposals are limited to a maximum of ten pages (excluding attachments). A cover sheet should



Include the project name, applicant agency, contact person, address, e-mail, fax number and phone number. Proposal content must include the following sections:

1. **The Applicant** – (One page maximum) A brief history of the applicant organization, including mission statement, organizational goals, major accomplishments, and qualifications to conduct the proposed project.
2. **Problem Statement** – (Two pages maximum) Describe the problem the project is designed to address. Present evidence that it is a high priority for senior health (such as needs assessments, incidence and prevalence studies, and/or community surveys). Include data to support that the intervention(s) proposed are evidence-based and have a high probability of meeting the needs of the target population.
3. **Project Design** – Describe the project. Include the following elements:
 - a. **Target Area** (or community) – (One page maximum) Describe the population to be served and the geographic area within which the project will operate. Include pertinent information on community attitudes toward the health issue being addressed as well as on the target population.
 - b. **Goal and Objectives** – (One page maximum) Specify the overall goal of the project and the objectives designed to achieve it. Show how the objectives relate to achieving the goal. Show a logical **progression of measurable objectives**, both process and outcome, for project implementation.
 - c. **Methods/Activities** – (One page maximum) Describe the methods/activities by which the project objectives will be met. Describe specifically what you will do and how you will do it. Present a timeline for the project, including interim milestones that will lead to success.
 - d. **Resources** – (One page maximum) List personnel, equipment, collaborative arrangements with other agencies, and other resources to be used in the project. Evidence of support, cooperation and endorsement from the affected community should be included.
4. **Evaluation** – (One page maximum) Outline a plan for determining the extent to which the project's goals have been reached. Specify the methods you will use to measure achievement of your objectives. Include a method for tracking program data so that you will be able to report quantitative as well as qualitative results throughout the project. Include a statement of willingness to participate in an evaluation by outside experts if Comprecare Foundation appoints such experts.
5. **Budget** – (One page maximum) Show total budget dollars requested from Comprecare Foundation, details of funding from other sources, and how the match



requirement will be met. Present a detailed, one-year budget showing the costs of each component of the project. You may present a more general budget proposal for years two and three.

6. **Project Continuation** – (One page maximum) Present a plan for continuing the project beyond the requested funding period.

PROPOSAL SUBMISSION DEADLINE

An original and three copies of the proposal must be received by **12:00 noon on Monday, August 1, 2011** in the offices of:

Nancy M. McMahon, M.H.S., Psy.D.
Coordinator, Comprecare Foundation Elderly Health Promotion Initiative
Physical address: 1633 Fillmore Street, Suite 488, Denver, CO 80206
Mailing address: P.O. Box 6228, Denver, CO 80206

Please note that submission by fax or electronic mail is not acceptable.

Please direct questions about the process or the Elderly Health Promotion Initiative to:
Dr. Nancy McMahon, 303-393-9555 or email: nancy@drnancymcmahon.com.

NOTIFICATION OF DECISION

All applicants will be notified by letter of the Foundation's decision by mid-December, 2011. Successful applicants will receive first year funding in late December, 2011.

ATTACHMENTS*

1. Board of Directors and their area of expertise
2. Proof of IRS Federal tax-exempt status
3. Organization's operating budget and how the proposed project budget fits into it
4. Current (year-to-date) financial statements
5. Year-end financial statements, audit (if available), Sources of Income Table
6. Key staff for the proposed project
7. Anti-discrimination statement adopted by the governing board
8. Annual Report (if available)

**attachments are based on those in the Colorado Common Grant Application*

4/8/2011nmcm