This request for applications (RFA) invites organizations in the MFH region to apply for funds to conduct outreach and education activities that encourage participation in the 2020 Census. This RFA aims to support a complete and accurate census count for Missouri, with a specific focus on improving participation in communities that have been historically undercounted.

This opportunity is for organizations pursuing work outside the eight-county St. Louis Metro region (St. Louis County, St. Louis City, St. Charles, Jefferson, Franklin, Washington, Lincoln, and Warren), as defined in our service area. There will be additional funding opportunities for the St. Louis area in the fall of 2019.

The census provides an official count of the United States’ population and information about important demographic changes over a 10-year period. The data collected helps to determine the distribution of federal funding to states for numerous programs aimed at helping underserved communities. The census is also used to guide decision making by federal, state, and local governments, philanthropy, and businesses in determining where resources should be directed and how efforts should be evaluated.

A complete and accurate census count helps to ensure states are being fairly represented, both in the allocation of federal dollars and in the number of congressional districts. Low participation in the 2020 Census could have substantial negative consequences for Missouri. Achieving a complete count will already be a challenge for many areas across Missouri, with 9 percent of the population living in hard-to-count communities during the 2010 Census. Households most at risk of being undercounted include those who are low income, renters, people of color, young children, and immigrants. For every person undercounted, Missouri forfeits an estimated $1,300 in federal dollars. To learn more about the significance of the census for Missouri, see here.

The goals of this RFA are to support coordinated efforts that:

- Decrease undercounts and increase overall participation in the 2020 Census
- Reduce real and perceived barriers to census participation in the community
- Increase availability of culturally responsive and accurate census information
- Increase awareness of the negative consequences of a census undercount
- Build the capacity of traditionally undercounted communities to engage in the 2020 Census
MFH understands that the work required to ensure a complete count in the 2020 Census varies greatly by community and region. To help facilitate a diverse approach to generating census participation, this RFA includes two tiers of funding detailed below. Only one application per tier per organization may be submitted. Applications may include multiple activities.

<table>
<thead>
<tr>
<th>Tier 1 – Census Education and Outreach: $5,000 - $15,000</th>
<th>Tier 2 – Census Collaboration and Mobilization: $15,001 - $35,000</th>
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<tbody>
<tr>
<td>This level of funding supports one-time or periodic activities to raise awareness about the census. This level supports events, tabling, or other integration of census-related activities into programmatic activities of applicants.</td>
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<td>Examples of funding activities include, but are not limited to:</td>
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<tr>
<td>• Hosting education events or workshops for members of hard-to-count communities to learn more about the 2020 Census, the risks of an undercount, and why it is important to participate</td>
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<td>• Offering technical assistance to encourage communities to complete the census form, including language translation, internet access, and other accessibility accommodations</td>
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<td>• Organizing participation events during self-response phase</td>
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<td>• Operational costs associated with incorporation of census messaging materials into regular programmatic activities or events*</td>
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<td>This level of funding supports a sustained effort through August 2020 to provide ongoing outreach, education, and technical assistance for the 2020 Census count. This level would support ongoing operations within an organization to coordinate the census work in a particular area.</td>
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<td>Examples of funding activities include, but are not limited to:</td>
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<td>• Facilitating public and private partnerships (public agencies, schools, health care centers, local businesses, etc.) to coordinate targeted outreach in hard-to-count communities</td>
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<td>• Establishing hubs or other community sites to help provide information and assistance to community members to facilitate census participation (hub assistance may include language translation, internet access, transportation, etc.)</td>
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<td>• Conducting trainings and distributing consistent messaging materials to community partners to support outreach activities. This can include social media campaigns as well as traditional media activities*</td>
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*Please note: This funding opportunity is not intended for message development. Missouri Foundation for Health is preparing messaging materials that will be made available to all Missouri community organizations at no cost (anticipated by November 2019). Grantees will be expected to utilize these materials, though they may be supplemented by other local or regional messages.

**Awards**

The time duration for projects may be up to eight months and award amounts for individual projects will vary. Applicants should submit a budget that aligns with the scope of the project, supports proposed activities, and clearly connects activities or outcomes with line item requests.
Key Dates:
- Monday, August 12, 2019 – RFA Launch Date
- Monday, September 23, 2019 – RFA Submission Deadline
- Monday, November 18, 2019 – Award Notice
- Monday, December 2, 2019 – Project Start Date

Eligibility Requirements
Applicants must be nonprofit or governmental entities and meet the general MFH funding guidelines available on the Foundation’s website. Organizations with experience in community-level engagement in hard-to-count areas are especially encouraged to apply. This opportunity is available to those organizations outside the eight-county St. Louis Metro region as defined in our service area.

Applicants may apply with a fiscal agent or sponsor.
- A fiscal agent is a non-profit organization that is in good standing with the state of Missouri and performs various administrative management and oversight functions for another agency or 501(c)(3) organization.
- A fiscal sponsor is a non-profit organization that is in good standing with the state of Missouri and performs various administrative management and oversight functions for a group that is not registered as a 501(c)(3) organization.

If funded, the fiscal agent/sponsor and applicant organization will be responsible for all terms and conditions of the Grant Award Agreement for the duration of the grant. For purposes of the grant application, MFH will require financial information from both the applicant organization and the fiscal agent/sponsor.

How to Apply
Applications must be received by Monday, September 23, 2019, at midnight (Central Time). Please plan accordingly and submit your application well before the deadline as MFH cannot accept late applications.

To start a new application, click here.
To return to an application in progress, click here.

Application Requirements
Applications that do not contain all the required documentation or are not in required MFH format, will not be reviewed unless applicant has contacted and obtained approval from the Foundation prior to submission. Incomplete applications will not be reviewed.

☐ Application acknowledgement. Complete and submit the one-page acknowledgement form. If using a fiscal agent, the acknowledgement should include both the applicant and fiscal agent’s names and signatures.

☐ Application narrative. Address each section below. The application narrative can be up to eight pages and must be double-spaced with at least 11-point Arial or Times New Roman font and one-inch margins. Only those proposals that submit required attachments in MFH format will be given consideration.

A. Provide a brief overview of the applicant organization’s mission and vision. Include population(s) served and the geographic region of your service area.
B. Discuss how your organization views equity as a lens in which you approach your work.

C. Describe applicant organization’s experience with community outreach, organizing, and education and how that will apply to work for the 2020 Census.

D. Provide a summary of your census engagement project. If seeking funding under Tier 2: Census Collaboration and Mobilization, please explain how your plan promotes census participation in targeted communities. Please consider how your plan coincides with the 2020 Census operational timeline.

E. Identify and describe the populations that will be engaged by the applicant and why they are a good fit for the objectives of this RFA.
   a. Include whether the organization has direct relationships with leaders in these communities and describe those relationships.

F. How will your proposed project and activities meet one or more of the goals for this RFA?

☐ Funding Sources. List any in-kind services or other sources of funding, if applicable.

☐ Project goals. Describe the project’s specific goals, objectives and activities, as well as how you will know the project will be successful.

☐ Budget spreadsheet and narrative. Download and complete the MFH budget template. Please note: Budgets must be submitted using the MFH budget format and as an Excel document.

☐ Memorandum of Agreement (MOA). Include a signed MOA from each partner outlining roles and responsibilities between the applicant and partner organization(s). A sample MOA is available here.

☐ Financial documents. Applicants must submit the following documents. If using a fiscal agent/sponsor financial documents for both the applicant organization and fiscal agent/sponsor organization are required.
   • Audit report or IRS Form 990 issued less than 15 months prior to the date of application submission.
   • Financial statements for the most recent annual accounting period.
   • Current year’s approved budget.
   • Current unaudited income statement and balance sheet issued fewer than 75 days prior to the date of application submission.

Note: If the applicant organization does not have either an annual audit report or IRS Form 990 or 990 EZ, provide explanation and the following:
   • Financial statements (income statement and balance sheet) for the most annual accounting period and current year compiled by an external accounting firm or prepared by the applicant organization and reviewed and approved by the applicant organization’s governing body.

☐ Fiscal agent/sponsor explanation. If using a fiscal agent/sponsor, the applicant organization submits a written explanation outlining why one is needed. In addition, a signed MOA outlining the roles and responsibilities between the applicant organization and the fiscal agent/sponsor is submitted.

☐ Conflict of Interest Disclosure. Complete and submit the disclosure form.
**Additional Considerations**

The Foundation reserves the right to:

- Request additional information from any or all applicants
- Conduct discussions with applicants to ensure full understanding of, and responsiveness to, the application requirements
- Request modifications to a respondent's application prior to final award to ensure alignment of project elements with the core values, mission, and operating standards of the Foundation
- Approve subcontractors proposed or used in carrying out the work
- Reject any or all applications submitted

**Inquiries**

If you have questions about the goals or content of this RFA please contact Alex Rankin, Government Affairs Manager, at ararkin@mffh.org or (314) 345-5571.

For more information on the online application system, click here. If there are additional questions, please contact Jenny Minelli, Program Assistant, at jminelli@mffh.org or (314) 345-5531.

**About Missouri Foundation for Health**

Missouri Foundation for Health is a resource for the region, working with communities and nonprofits to generate and accelerate positive changes in health. As a catalyst for change, the Foundation improves the health of Missourians through partnership, experience, knowledge, and funding. To learn more please visit mffh.org.