

**Florida KidCare
Back-to-School Mini-Grants Program**

Call for Grant Proposal (CGP)

Released April 24, 2019

By the:

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Florida KidCare Call for Grant Proposal (CGP) | Back to School Mini-Grants Program

The Florida Healthy Kids Corporation (“Corporation”) is pleased to announce a competitive opportunity for qualified entities and organizations (“Respondents”) to submit proposals under a back-to-school mini-Grants (“Grant”) program. The Corporation’s Board of Directors has approved this Grant with the objective of spreading brand awareness and increasing applications and enrollment in the Florida KidCare program. Respondents located in any of Florida’s 67 counties are eligible to respond to this statewide CGP.

FUNDING AMOUNTS AVAILABLE:

10 Grants total - five available at \$2,500 each and five available at \$7,500 each. A Respondent may apply for only one Grant at either of these amounts.

CAMPAIGN TIMELINE: July 1, 2019 – October 31, 2019

PROPOSAL DEADLINE: No later than 5:00 p.m. EST on May 24, 2019

Background: Florida Healthy Kids Corporation/Florida KidCare

The Corporation is a private, nonprofit organization created to advance access to affordable, high-quality health and dental insurance for all Florida children. The Corporation coordinates marketing and enrollment services for Florida KidCare, the umbrella brand for the four government-sponsored health insurance programs serving Florida children – Medicaid, Florida Healthy Kids, MediKids and the Children’s Medical Services Managed Care Plan.

Florida KidCare offers health insurance coverage for every Florida child. Eligibility for subsidized coverage is based on family income as a percentage of the federal poverty level; the age of the child; and for a small number of children, special medical conditions. The federal poverty level is calculated based on family income and the number of household members. For families who qualify, subsidized coverage is free or costs as little as \$15 or \$20 per month and includes all children in the household. For families who do not qualify for subsidized coverage, Florida KidCare offers competitively priced full-pay plans. Enrollment is open year-round and there are several options for applying – online via floridakidcare.org, by downloading a printed application and mailing it, or by calling customer service at 1-888-540-KIDS (5437).

For more information about the Corporation or the Florida KidCare program, visit healthykids.org and floridakidcare.org.

Definitions

- a. “Applicant” means a parent or guardian of a child who has applied or may apply to receive medical services through the Florida KidCare program.
- b. “Contract” means the agreement that the Corporation and each Grantee will execute to implement the terms of this CGP.

- c. “Enrollee” means an individual who meets Florida KidCare standards of eligibility and has been enrolled in Florida KidCare.
- d. “Grantee” means a qualified entity/organization that has been awarded a Grant under this proposal and is required to meet all activities/deliverables, reporting and payment protocols.
- e. “Florida KidCare Application Assister” means designated persons who provide application assistance on behalf of the Corporation, all of whom have successfully completed required trainings prior to assisting Applicants with applying for Florida KidCare. This assistance includes but is not limited to helping families complete a new Florida KidCare application or renewal application, obtaining necessary documentation, answering general questions and ensuring submission of the application to Florida KidCare.
- f. “Respondent” means a qualified entity/organization that is interested in submitting a proposal for the back-to-school mini Grant program.
- g. “Service Period” means the period of time between July 1, 2019, and October 31, 2019, during which Grantees are to provide the deliverables specified in this Grant.

Qualified Entities:

Proposals will only be accepted from: 1) non-profit organizations designated as 501(c)(3) by the Internal Revenue Service; 2) governmental entities or; 3) educational institutions. All organizations and entities meeting these qualifications that provide services or interact with families, parents and children are encouraged to apply under this proposal process. All entities or persons with current contracts with the Corporation and/or Florida KidCare or subcontractors of current contractors are prohibited from applying.

Respondent organizations are strongly encouraged to build upon existing educational or health-related programs or expand current levels of activities; include personal interactions with families; and demonstrate a coordinated, community-based approach to identify, educate, and assist in the application and enrollment of those eligible for the Florida KidCare program.

Target Audience:

Nearly 2.4 million children are currently enrolled in one of the four Florida KidCare programs. However, more than 325,000 children are still uninsured, and an estimated 179,000 of them would qualify for free or low-cost health and dental insurance through Florida KidCare.

The primary target audience for focused school and community outreach efforts include:

- Florida families with uninsured children, birth through the end of age 18. Although the focus of this Grant is statewide, five counties in Florida have the highest number of uninsured children. These include Broward, Hillsborough, Miami-Dade, Orange and Palm Beach. Respondents can locate uninsured zip code, county and enrollment data for particular counties [here](#).
- Hispanic families, lawfully residing immigrant children and other minority populations.
- Other related audiences that interact with potential Florida KidCare applicants.

Timeline for Back-to-School Activities/Deliverables:

All activities and deliverables related to this CGP must occur between July 1, 2019, and October 31, 2019.

If all deliverables are not met in full during the Contract, partial payment will be made at the sole discretion of the Corporation for deliverables completed. The activities below reflect the minimum level of activity required for the specified Grant amount, but Grantees are allowed to provide additional creative ideas to enhance their efforts. Grant deliverables are listed below, and “X” marks the requirements for each Grant amount.

Deliverables Required by Funding Level:	\$2,500 Level	\$7,500 Level
<p>Florida KidCare Training:</p> <p>All identified staff promoting Florida KidCare under this Grant must complete three online training modules (KidCare basics, application assistance and outreach strategies) by July 15, 2019. A link to these training modules will be provided by the Corporation along with instructions for completing them. If staff have already completed the three mandatory Florida KidCare training modules in the last six months and can provide documentation to the Corporation, they will be exempt from this requirement.</p>	X	X
<p>Florida KidCare Outreach/Promotional Materials:</p> <ul style="list-style-type: none"> • Use Florida KidCare outreach and promotional materials provided by the Corporation, which may include, but are not limited to, brochures, applications, postcards and resources provided in the Back-to-School Partner toolkit. 	X	X
<p>Total Audience Outreach:</p> <ul style="list-style-type: none"> • Educate a minimum of 300 individuals regarding the benefits of the Florida KidCare program through the activities and deliverables completed during the Service Period. • Educate a minimum of 1,000 individuals regarding the benefits of the Florida KidCare program through the activities and deliverables completed during the Service Period. 	X	X

Deliverables Required by Funding Level:	\$2,500 Level	\$7,500 Level
<p>Outreach Opportunities:</p> <ul style="list-style-type: none"> Promote Florida KidCare through a minimum of three (3) outreach opportunities. Promote Florida KidCare through a minimum of nine (9) outreach opportunities. <p>These can include participation in a radio interview, newspaper advertisement, online community calendar listing (newspaper/local tv station), school or organization webpage posting, school flyer posting, school/organization newsletter posting or another alternative approved in advance by the Corporation. At the Grantee's request, the Corporation can provide content and guidelines for outreach opportunities noted in this deliverable.</p>	X	X
<p>Social Media Announcements/Postings:</p> <ul style="list-style-type: none"> Promote Florida KidCare through a minimum of three (3) social media posts (on either Facebook, Instagram or Twitter) with prior approval of content from the Corporation. Promote Florida KidCare through a minimum of nine (9) social media posts (on either Facebook, Instagram or Twitter) with prior approval from the Corporation. <p>The Corporation will provide content, guidelines and instructions for this deliverable.</p>	X	X
<p>Event Hosting/Event Participation:</p> <ul style="list-style-type: none"> Promote the Florida KidCare program by hosting and/or participating in a minimum of eight (8) community or school-based events that target the audiences listed above. Promote the Florida KidCare program by hosting and/or participating in a minimum of 20 community or school-based events that target the audiences listed above. <p>All outreach events must be approved in advance by the Corporation and posted on the Florida KidCare Community Outreach calendar prior to attending.</p>	X	X

If a Grantee is scheduled to attend or host an event that is cancelled due to circumstances outside the Grantee's control (weather, etc.) and which then restricts the Grantee's ability to meet the deliverables by the end of the Service Period, the Corporation may elect, at its discretion, to either withhold a portion of the final payment due or allow the Grantee to host or attend another approved event.

Florida KidCare Outreach Materials:

As outlined in the chart above, Florida KidCare outreach materials have been developed by the Corporation and will be provided to Grantees to market the Florida KidCare program. Names, logos and other corporate identities of both the Corporation and the Florida KidCare program are trademarked and protected. Grantees and other organizations seeking partnerships or funding from the Corporation must agree to adhere to the guidelines established by the Corporation and Florida KidCare with regard to these items. If a Grantee is interested in creating materials for local distribution, the materials must be submitted and approved by the Corporation, prior to use. Grantees and other organizations that fail to receive such approval may have funding and/or endorsement of their activities revoked.

Submission Guidelines

The Corporation will accept proposals from Respondents until 5:00 p.m. EST on May 24, 2019. Each Respondent is solely responsible for the Corporation's timely receipt of any application. Respondents are encouraged to submit applications as soon as possible.

The Corporation will accept questions about this CGP until 5:00 p.m. EST on May 6, 2019. Questions may be submitted to the Issuing Manager at outreach@healthykids.org with "CGP Question" in the subject line of the email.

All responses to the questions will be publicly posted during the week of May 13, 2019, on the Healthy Kids website (healthykids.org). To locate this listing, select the "Calendar" tab on the homepage and "Procurement" from the menu on the right-side under "More Information."

Respondents must submit proposals electronically in PDF format to the Issuing Manager. Respondents and their agents shall only contact the Issuing Office regarding this Grant and the Grant process, up to and including the final execution of the Contract between the Corporation and the Grantee. If a Respondent or its agent contacts: 1) another employee of the Corporation, 2) a Corporation Board or committee member, including any ad hoc member, or 3) a member of the evaluation team regarding this CGP, the Respondent's proposal may be disqualified at the Corporation's sole discretion.

Proposals should be a maximum of five pages, excluding attachments, and describe the main activities or events that would be funded under the CGP. Applications may not be considered if they are not complete at the time of submission. Each Respondent is responsible for ensuring that all elements of the proposal are provided in the format requested and is organized in a concise fashion. The Corporation is not obligated to interpret any elements that are not clearly described.

An evaluation team established by the Corporation will conduct a review of proposal submissions received by the deadline. The contents of the proposals received, the evaluation tool and any documents related to this process will be available for review only after the final award of any Grants under this CGP.

The Corporation reserves the right to ask any Respondent to provide additional information or clarification regarding its proposal. Respondents may also be invited to participate in an oral presentation or personal interview regarding their submission at the sole discretion of the Corporation. It is the Respondent's responsibility to reply to such requests on a timely basis in order to continue in the evaluation process. The cost for any such interview or presentation shall be borne by the Respondent.

At a minimum, the proposal must include the following elements:

1. A cover page including:
 - Respondent organization's legal name
 - Contact name for Respondent (the contact person must be available to respond to inquiries during the Grant review period) along with their phone/fax numbers and email address
 - Mailing address
 - Street address, if different from mailing address
2. Identification of the organization (or organizations, if a collaborative effort). A brief description of the organization, type of business, the services they provide and the population(s) that they serve;
3. Specify the county or counties to be served under the Grant;
4. A brief description of the proposed activities, including how the organization plans to build on its existing programs or expand the current level of activities to include targeting potentially eligible families, educating, and assisting with the completion of Florida KidCare applications, and how it will achieve the overall goal of increasing enrollment. Respondents should include:
 - Specific performance measures including the proposed methodology for tracking outreach activities; and,
 - A timeline for key events during the Service Period;
5. A list identifying previous experiences assisting families in applying for Florida KidCare or similar service programs;
6. A list of partners, and a written confirmation from each partner of their participation in this proposal.
7. A tentative list of community or school-based events, including the date, time and location for each, to be attended and/or hosted by the Respondent;
8. A signed Affirmation Statement (see attached sample) from an executive officer or authorized agent of the Respondent's organization(s) indicating the following:
 - Support for the submission; and,

- A statement affirming that Respondent agrees to adhere to all terms and conditions proposed under this CGP;

9. Proof of the organization's 501(c)(3) status or enabling statute.

Respondents will be notified electronically of either the acceptance or denial of their submission.

A Respondent may withdraw its application by written notice to the Corporation's Issuing Manager submitted on the Respondent's letterhead, signed by an authorized representative of the Respondent's organization.

A list of all 10 Grant awardees will be publicly posted on the Healthy Kids website (healthykids.org) during the week of June 17, 2019. To locate this listing, select the "Calendar" tab on the homepage and "Procurement" from the menu on the right-hand side under "More Information."

Review Process

All proposals will be reviewed to determine if the proposal meets the requirements for further consideration and if it furthers the overall objectives of the Grant program. Submissions will be evaluated based on whether or not the proposed activities meet the stated objectives and have been sufficiently supported to achieve the desired goal of increased enrollment in the Florida KidCare Program. Grants will be awarded at the discretion of the Corporation; therefore, approval and funding levels are not guaranteed. The Corporation will select those Grantees that best further the Corporation's goals and objectives under the terms of the Grant.

Waiver of Minor Irregularities

The Corporation reserves the right to waive minor irregularities when to do so would be in the best interest of the Corporation and the Grant. A minor irregularity is a variation from the terms and conditions of this CGP that does not affect the price of the proposal or give the Respondent a substantial advantage over other Respondents and thereby restrict or stifle competition and does not adversely impact the interests of the Corporation. At its option, the Corporation may allow a Respondent to correct minor irregularities but is under no obligation to do so. In doing so, the Corporation may request a Respondent to provide clarifying information or additional materials to correct the irregularity. However, the Corporation will not request, and a Respondent may not provide the Corporation with, additional materials that affect the price of the proposal or give the Respondent an advantage or benefit not enjoyed by other Respondents.

Public Records, Assertion of Confidential Information, and Indemnification

Proposals and other records produced or used in relation to this Grant and/or Contract may be subject to Chapter 119, Florida Statutes. If a Respondent considers any portion of any documents, data, or records submitted to the Corporation to be confidential, proprietary, trade secret, or otherwise not subject to disclosure pursuant to Chapter 119, Florida Statutes, the Florida Constitution or other authority ("Confidential Information"), the Respondent must simultaneously provide the Corporation with a separate, redacted copy of the information it claims as exempt and briefly describe in writing the grounds for claiming exemption from the public records law, including the specific statutory citation for such exemption. This redacted

copy shall be clearly titled "Redacted Copy." The redacted copy should only redact those portions of material that the Respondent claims are confidential, proprietary, trade secret, or otherwise not subject to disclosure. The following methods of redacting are not sufficient for designating information as confidential, proprietary, trade secret, or otherwise not subject to disclosure:

- a. Statements to the effect that the record "may" contain confidential, trade secret, proprietary, or exempt information;
- b. Designations outside the body of the record such as in an electronic document title or in the body of an email providing the record; or
- c. Placement or formatting that interferes with the Corporation's ability to access the information such as using an opaque watermark.

If a Respondent fails to submit a redacted copy of information it claims is confidential, proprietary, trade secret, or otherwise not subject to disclosure, the Corporation is authorized to produce the entire documents, data, or records in response to a public records request or other lawful request for those records.

Records in which the sole Confidential Information is protected health information or personally identifiable information are excluded from this redaction requirement.

In the event of a public records or other disclosure request pursuant to Chapter 119, Florida Statutes, the Florida Constitution, or other authority, to which documents marked as "Redacted Copy" are responsive, the Corporation will provide the Respondent-redacted copies to the requestor. If a requestor asserts a right to the Confidential Information, the Corporation will notify the Respondent such an assertion has been made. It is the Respondent's responsibility to assert that the Confidential Information is not subject to disclosure under Chapter 119, Florida Statutes, or other applicable law. If the Corporation becomes subject to a demand for discovery or disclosure under legal process regarding the Confidential Information, the Corporation shall give the Respondent prompt notice of the demand prior to releasing the information (unless otherwise prohibited by applicable law). The Respondent shall be responsible for defending its determination that the redacted portions of its records are confidential, proprietary, trade secret, or otherwise not subject to disclosure.

The Respondent shall protect, defend, and indemnify the Corporation for any and all claims arising from or relating to the Respondent's determination that the redacted portions of records are confidential, proprietary, trade secret, or otherwise not subject to disclosure.

Reporting Requirements and Payment Schedule:

Monthly progress reports will be required of all Grantees with a final report due after the conclusion of the Service Period. Progress reports must reflect with specificity the activities being conducted and resources being utilized, and that adequate progress has been made during the Service Period toward the goals and objectives. Copies of event flyers, materials and other supporting documentation must be provided with each report. These reports will include details on progress toward:

1. Implemented activities and resources utilized toward the project's goals;
2. Achieved objectives and performance measures of this project; and,

3. Identified barriers encountered and how such barriers might be addressed.

The Corporation will establish a uniform reporting format for the monthly reports, and Grantees will be required to utilize this format. Each report should also be accompanied by supporting documentation for the activity/deliverable noted in the report, such as copies of printed event flyers, email communications, social media postings, attendee sign-up sheets, photographs, newspaper announcements, screenshots of community calendar postings, etc. to validate deliverables have been met.

Reports will be due under the following reporting periods and schedule:

<u>Period Covered by Report</u>	<u>Due On</u>
• Period One (July 1 – July 31, 2019):	Aug. 15, 2019
• Period Two (August 1 – August 31, 2019):	Sept. 16, 2019
• Period Three (Sept. 1 – Sept. 30, 2019):	Oct. 14, 2019
• Final Report (Summation of all activities/deliverables completed from July 1 – Oct. 31, 2019)	Nov. 15, 2019

The Corporation will assess a late payment penalty of 10 percent per day of the total for any reporting period if a report is submitted more than three business days after the above stated due date.

Grantees must participate in all mandatory conference calls requested by the Corporation.

The Corporation will distribute payments to Grantees in three phases according to the level of Grant funding awarded (either at \$2,500 or \$7,500) and as follows:

\$2,500 Payment Schedule

- Phase I: \$1,000 upon fully executed Contract between Corporation and Grantee
- Phase II: \$750 upon Corporation's approval of deliverables in reports from Periods 1 and 2 (report due on Sept. 16, 2019)
- Phase III: \$750 upon Corporation's approval of deliverables in reports from Period 3 and the Final Report (report due on Nov. 15, 2019)

\$7,500 Payment Schedule:

- Phase I: \$3,000 upon fully executed Contract between Corporation and Grantee
- Phase II: \$2,250 upon Corporation's approval of deliverables in reports from Periods 1 and 2 (report due on Sept. 16, 2019)
- Phase III: \$2,250 upon Corporation's approval of deliverables in reports from Period 3 and the Final Report (report due on Nov. 15, 2019)

Grantees must submit an invoice to the Corporation to receive the applicable payment for each phase. The Corporation will issue the applicable payment upon review and approval of the invoice.

The Corporation reserves the right to withhold or modify any portion of the Grant should the Grantee not meet any of these conditions described in this CGP or the Contract.

Proposed Contract

All approved Grantees will be required to execute a Contract that will set forth the qualifications and responsibilities of the Corporation and the Grantee. Grantees are prohibited from subcontracting with other entities for contracted services without the prior written consent of the Corporation. Grantees must also execute the Corporation's Business Associate Agreement to assure compliance with the Health Insurance Portability & Accountability Act (HIPAA). A copy of the draft Contract and Business Associate Agreement are available upon request. No revisions will be considered.

Additional Terms and Conditions

In addition to the provisions already stated above and by responding to this CGP, all Respondents agree to abide by the following terms and conditions:

1. Restrictions on Lobbying

Grantees are prohibited from using any funds received under this Grant and any accompanying matching funds to lobby or advocate any positions or proposed legislation to either the federal, state or local executive or legislative branches during the term of the Contract. Grantees are responsible for ensuring compliance with these provisions and providing an accurate accounting upon request of the Corporation to affirm such compliance.

Failure to adhere to these requirements shall result in the forfeiture of all Grant funds awarded under this Grant at the Corporation's sole discretion.

2. Identification and Association

Grantees receiving funds under this Grant may not identify themselves to any third party as a representative of the Florida KidCare program or the Corporation. Representatives of a Grantee shall be identified as representatives only of the Grantee that has received funds from the Corporation under this Grant.

Grantees must also agree to submit to the Corporation or its designee, for prior approval, any locally developed materials utilized or distributed as a result of activities funded through this Grant. The Florida KidCare and Corporation branded names and logos are trademarked identifications. Failure to seek such prior approval may result in the forfeiture of any or all Grant funds awarded under this Grant at the Corporation's sole discretion.

3. Compliance with Marketing and Advertising Standards

Grantees shall comply with any marketing and advertising standards set forth by the Corporation. This includes, but is not limited to, the use of truthful and accurate information as well as proper, legal and ethical conduct in the course of any marketing, outreach or other activities conducted by Grantees under this arrangement. Failure to adhere to these standards shall result in the forfeiture of all Grant funds awarded under this Grant at the Corporation's sole discretion.

4. Immigration Reform and Control Act of 1986

The Immigration Reform and Control Act of 1986 prohibits employers from knowingly hiring illegal workers. Grantees must employ only individuals who may legally work in the United States – either U.S. Citizens or foreign citizens who are authorized to work in the United States. Respondents/Grantees should use the U.S. Department of Homeland Security's E-Verify Employment Eligibility System to verify the employment status of:

- All persons employed by a Grantee, during the term of Contract, to perform employment duties within Florida; and,
- All persons (including subcontractors) assigned by a Grantee to perform work pursuant to a Contract.

Special Note

The Corporation is a private, not-for-profit corporation and not subject to the bid requirements of the State of Florida. The Corporation may elect to consider or reject any or all responses at any time prior to Contract execution. Respondent's submitted proposal in response to this CGP indicates the Respondent's agreement to this statement.

Attachment I: CGP Submission Checklist

This form should be printed, completed, and included as the first page of your proposal submission. Check each applicable statement:

I certify that all elements of this proposal are completed as requested and have been organized and tabbed accordingly:

- A. Cover Page
- B. Organizational Background
- C. Service Counties
- D. Proposal Description
- E. Partner List & Agreements to Participate
- F. Tentative Outline of Events with Schedule
- G. Affirmation Statement
- H. Submission Checklist

I have included a copy of my organization's Commercial General Liability insurance certificate.

I have included a copy of my organization's 501(c)(3) certificate, if applicable.

By my signature, I certify that the checked statements above are included in _____ (Organization's Name) proposal submission.

I also attest the statements contained in this Application are true and complete to the best of my knowledge.

Date: _____

Signed By: _____
(Signature Above)

Print Name: _____

Title: _____

Attachment II: Sample Affirmation Statement

Affirmation that Respondent agrees to adhere to all terms and conditions proposed under this CGP. This attestation must be signed by an executive officer or authorized agent of the Respondent's organization and submitted on the organization's letterhead.

(Insert Organization Name)
(Insert Organization Address)
(Insert Organization Phone)
(Insert Organization Email)

(Insert Date)

Florida Healthy Kids Corporation
Attn: BTS Mini Grant Issuing Manager
1203 Governors Square Blvd., Suite 400
Tallahassee, Florida 32301

Dear Issuing Manager:

I (Name), Executive Officer or Authorized Agent (Title) for ORGANIZATION NAME, hereby attest that ORGANIZATION NAME agrees to abide by all of the terms and conditions included in the Back to School Mini-Grant Application issued by the Florida Healthy Kids Corporation on April 24, 2019.

This attestation includes agreement to the following terms and conditions as stated in the Call for Grant Proposal:

- A. Restrictions on Lobbying
- B. Identification and Association
- C. Immigration Reform and Control Act of 1986
- D. Mandatory Conference Calls
- E. Reporting

I understand that should ORGANIZATION NAME be awarded a Grant under this process that failure of ORGANIZATION to adhere to these terms and conditions may result in forfeiture of the Grant or the withholding of funds at the Florida Healthy Kids Corporation's sole discretion.

Sincerely,

(Name)
(Title)