

The Blue Foundation
FOR A HEALTHY FLORIDA



Request For Proposals
Fall 2002

Blue Cross and Blue Shield of Florida (BCBSF) takes great pride in helping its members lead healthy, confident lives. The company also believes strongly in giving back to its communities and has a commitment to the public good ingrained in its mission statement. This commitment to caring solutions for Floridians is just one reason why BCBSF supports The Blue Foundation for a Healthy Florida, Inc., a new 501(c)(3) philanthropic foundation established in 2001.

The mission of The Blue Foundation is broad enough to have a significant impact on the many different health care challenges in Florida. The Blue Foundation awards monetary grants to 501(c)(3) programs and organizations that positively impact the health and well-being of uninsured and underserved Floridians. The foundation also supports health care education, awareness and training programs and workforce preparation initiatives that address the health care challenges facing Florida today. This support is provided through a combination of grants and support for demonstration projects, research and policy initiatives, rather than directly financing health care services through insurance or coverage mechanisms.

The Blue Foundation awarded its first grants in December 2001 to 16 non-profit organizations across the state, and its second round of grants in July 2002 to 11 non-profits. These grants are rich in diversity, from educating older adults about prescription drugs, to training physicians on women's heart disease symptoms, to improving the lives of Hispanics with diabetes. With the support of BCBSF, The Blue Foundation is accomplishing its goal of providing caring solutions through grants that educate, train and improve the lives of individuals and families throughout Florida. For more information on the grants made during the first two grant cycles, please visit www.bcbsf.com/ourcompany/bluefoundation.

The Blue Foundation for a Healthy Florida awards up to \$1 million annually in grants during two proposal cycles in the spring and fall. For the Fall 2002 grant cycle, requests will generally be considered for proposals of all sizes from \$10,000 up to \$100,000 annually. Multi-year commitments may be made, depending upon the request, the need and the funds available, but the total dollar request should not exceed \$100,000.

Eligible recipients must have tax-exempt status as a 501(c)(3) organization with the Internal Revenue Service. The Blue Foundation will not award grants to individuals; fundraising events or celebrations; political or lobbying organizations; fraternal, athletic or social organizations; religious organizations for religious purposes; or to organizations that do not directly serve Floridians. For more information about The Blue Foundation's grant guidelines, please refer to the Technical Assistance document found on the Blue Foundation website: www.bcbsf.com/ourcompany/bluefoundation.

We look forward to working with you to make a difference in the lives of our fellow Floridians.



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Organizations seeking program funding can contact The Blue Foundation for a Healthy Florida office at 1-800-477-3736, x63215 for questions about this proposal request. Applicants must provide the following information to be considered for funding.

Organization Name _____

Mailing Address _____

Telephone _____ Fax Number _____

E-mail Address _____ Web site (if applicable) _____

Contact person's name, title, telephone _____
(someone with knowledge of the initiative _____
to be funded and responsibility for funds requested; _____
this person will receive all correspondence related to this proposal)

Requested dollar amount and grant duration: \$ _____ for _____ year(s)
(total must not exceed \$100,000 over grant duration)

Title and clear description of the program or project to be funded:

How the program specifically relates to The Blue Foundation for a Healthy Florida's mission:

Program Description

Narrative (3-4 pages) – include vision and mission; description of target population and geographic area served; goals and objectives you want to achieve; activities and services you will undertake; outcomes and desired changes you hope to make; specific measures and/or benchmarks to measure success; and plans for disseminating lessons learned to benefit others interested in your initiative. Also include time-frames for implementation and your plan for sustainability of the program beyond the proposal period.

Evaluation – one page or less – expand on the indicators that you will use as evidence that outcomes have been achieved; how you will measure success both short- and long-term; how often you will evaluate the program and report progress; and how you will correct problems if necessary.

Project Budget – detail project expenses and anticipated income sources; discuss financial resources you will use to sustain the program after the proposal period. Clearly define the items for which The Blue Foundation will be financially responsible, and the other funding sources (actual, pending and those for which you have applied) for this program.

Attachments

Please include one copy of:

- Most recent IRS form 990 (including Schedule A)
- Most recent financial statement (audited, if available)
- Current annual operating budget
- Current IRS ruling letter(s) recognizing tax exempt status under 501(c) (3) and private foundation status under 509 (a) (1) , (2) or (3)
- Current board of directors (including their professional affiliations), officers and key employees
- Resumes of current program staff responsible for this initiative, or a position description if staff is not hired
- Organization's annual report (if applicable)
- List of other major business and foundation donors

All proposals will receive an acknowledgement letter assigning a tracking number for your request. Materials such as videos, reports and publications should be submitted only at our request. Appointments for presentations or on-site visits will be scheduled only at our request. Grant requests become the property of The Blue Foundation for a Healthy Florida, Inc. and will not be returned to the requestor.

Deliver six copies (one original plus five copies) of the application and one set of attachments by close of business on Tuesday, September 3, 2002 to:

The Blue Foundation for a Healthy Florida
Blue Cross and Blue Shield of Florida
4800 Deerwood Campus Parkway, Building 300
Jacksonville, FL 32246
Attention: Susan B. Towler
1-800-477-3736, x63215
Fax 904-905-6638
E-mail: susan.towler@bcbsfl.com

This RFP may be downloaded by visiting www.bcbsf.com/ourcompany/bluefoundation. You do not need to complete the original application to be considered, but all components requested on the RFP must be included. The website also includes a technical assistance document that may be helpful to you in preparing your proposal to The Blue Foundation.



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The Blue Foundation for a Healthy Florida and its Parent, Blue Cross and Blue Shield of Florida, are Independent Licensees of the Blue Cross and Blue Shield Association.