

January 21, 2026, 12 PM - 1 PM

## **Healthy Communities Delaware**

Thriving Places. Thriving People.



# **Request for Proposals Informational Webinar**



**Healthy Communities Delaware**  
Thriving Places. Thriving People.

## Welcome!

### Housekeeping:

- Please mute your microphones.
- This webinar is being recorded. If you object, please disconnect now.
- All AI companions will be disconnected.
- The slides and recording of this webinar will be available on the Delaware Community Foundation grants webpage by the end of this week.
- If you have questions, please feel free to note them in the chat.
- We will take questions at the end of the presentation, both from the chat and verbally.



## Healthy Communities Delaware

Thriving Places. Thriving People.

Network of community and investment partners working to improve health, well-being and equity.

**Our Mission:** We work with communities, investors and systems to create thriving places for thriving people.

**Our Vision:** Healthy, safe and vibrant communities where all people are thriving, no exceptions.

Managed collaboratively among the

- Delaware Community Foundation
- Delaware Division of Public Health
- University of Delaware Partnership for Healthy Communities

# Vital Conditions for Well-Being

**80% of our health** is influenced by factors *outside of the healthcare system*.

The **Vital Conditions** are what we all need, all the time, to thrive and be well.

HCD partners with and invests in communities to improve the vital conditions.



# Individual-Level vs. Community-Level

**Eligible:** Community-level work (not statewide)

**Not eligible:**

- Individual
- Family
- Services
- Individual/family social needs



# Philosophy

- Access to the vital conditions in every community is essential for well-being.
- We collaborate with communities with the greatest opportunities to improve health, well-being, and equity.
- We view our partners not as grant recipients, but as shared stewards of limited resources. We work together to advance community-driven transformation through our investments, which support communities by:
  - Building Capacity for Change: We fund the essential planning, coordination, and collaborative structures (like steering committees) needed to create and sustain complex community transformation.
  - Driving Lasting Systemic Change: We support projects that create lasting changes in local policies, systems, and environments.

**Core Investment Principles:** Successful proposals will embody the following core principles. If your community or project concept cannot meet all of these criteria, the opportunity is likely not a good fit.

1. Advance Equity & Prioritize Place
2. Guided by the Community
3. Advance Vital Conditions Through Systemic Community Change
4. Guided by Evidence & Logic

# Key Information

<b>Funding Period:</b>	July 1, 2026 - June 30, 2027 (12 months)
<b>Award Amount Range:</b>	\$25,000 - \$150,000
<b>Award Amount by Community:</b> (when there are multiple applicants in the same community)	No hard limit, but will be a consideration in determining awards
<b>Pre-Application Meeting:</b>	Meetings must occur by Feb 27th. Schedule <a href="#">here</a> .
<b>Letter of Interest Deadline:</b>	March 1, 2026
<b>Full Application Deadline (by invitation):</b>	April 30, 2026

# Eligibility



# Organizational Eligibility

Is the lead applicant a 501(c)(3) or a municipality?

OR

Does the lead applicant have a fiscal sponsor that is a 501(c3) or a municipality?

# Geographic Eligibility

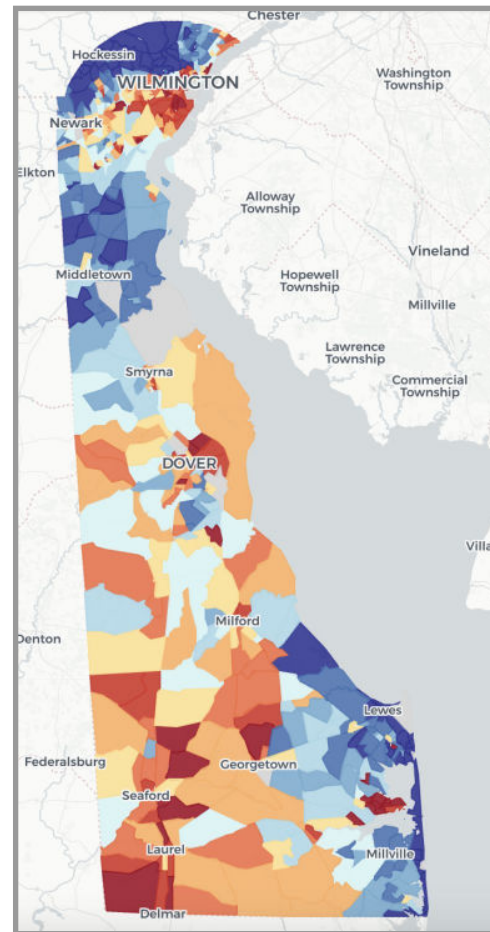
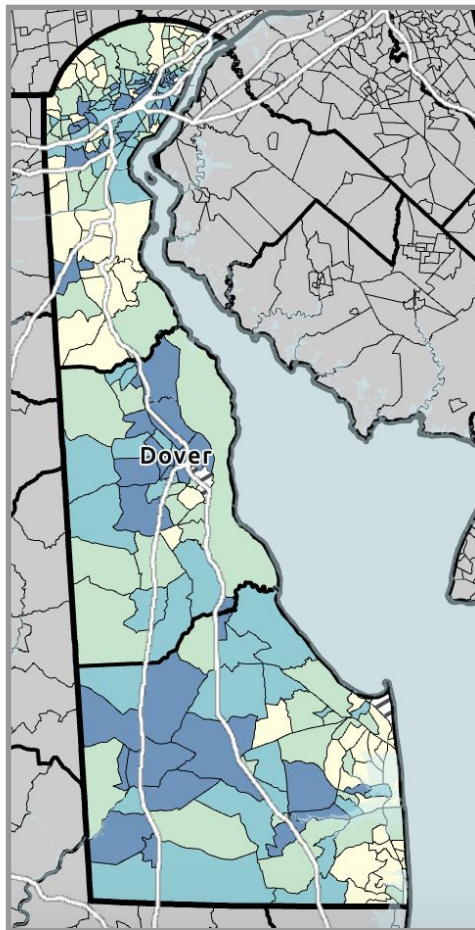
Place-Based & Equity-Focused

Does your community have the highest level of vulnerability or deprivation determined by either:

(1) the [Social Vulnerability Index](#)  
(census tracts in dark blue quartile)

OR

(2) the [Area Deprivation Index](#) (census block groups in dark orange/red levels 8, 9, or 10)?



# RFP still applicable to your work?

**Put in the chat:**

Name

Organization

Community of interest

Vital condition of interest

Email address




**What is different?**



# What's Different about HCD and this RFP?

To maximize our impact, HCD employs a unique partnership model that offers benefits and expectations beyond typical grants.

- 
- Long-term commitment to change
  - Commitment to community, not organizations
  - Co-funding opportunities from other investors
  - Support beyond the grant

# Core Concepts

## The Vital Conditions:

- What all people need, all the time, to thrive and reach their full potential
- HCD funds projects that strengthen these conditions strictly at the **community-level**

## Community-Level Policy, Systems, and Environmental Change (or “Upstream”) Efforts:

- Transformative changes at the community level
- Target the root causes of problems by creating lasting changes in laws, practices, processes, power dynamics; built, natural, and economic environments



## HCD's Strategic Focus

### STRATEGY TYPES

Address root causes;  
build community vital  
conditions that allow  
all to thrive

Reduce risk and empower  
individuals by building  
their skills, knowledge, or  
capacity to thrive

Provide urgent services to  
alleviate problems for  
individuals

COMMUNITY-LEVEL  
IMPACT

upstream

INDIVIDUAL-LEVEL  
IMPACT

midstream

downstream

### COMMUNITY ISSUE:

There isn't enough  
affordable, humane housing

Build more affordable housing in  
a variety of types- homes,  
apartments, etc.

Offer classes to help people  
manage their finances to  
afford a home

Provide services and shelter for  
people that are unhoused



# What we DO Fund

- Policy, systems or environmental change to Improve community-level Vital Conditions
- “Upstream” efforts

Can include these kinds of work:

Establishing a Community Steering Committee: *“We are just starting out. We need to bring residents and partners together to form a structure”*

Creating a Community Revitalization Plan: *“We need to bring residents and partners together to develop shared goals and strategies.”*

Delivering Backbone Functions for Collaborative Impact: *“We have a collaborative structure and a plan. We need to continue to bring residents and partners together to collaboratively implement our shared plan.”*

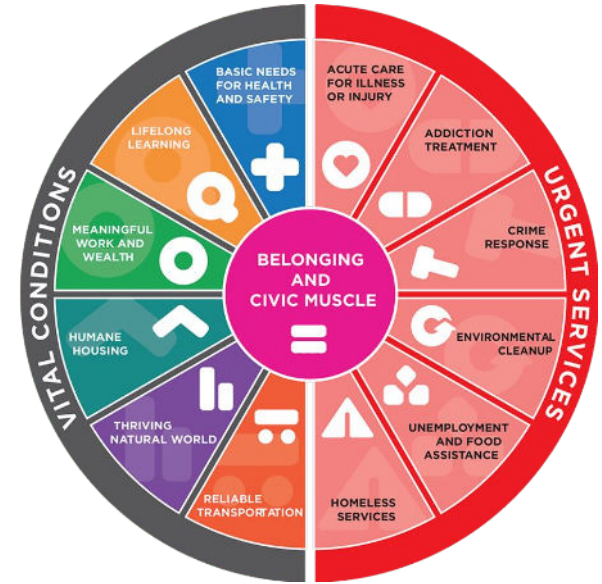
Preparing a Specific Project for Action: *“Our community has identified a priority project (e.g., a park or housing), but we need to get it 'shovel-ready' before we can implement it.”*

Implementing Community Plans to Achieve Policy, Systems, and Environmental Change: *“We are ready to break ground on a physical asset or enact a new process/policy/system that was identified in our community plan.”*



# What we DO NOT Fund

- Urgent Services/"Downstream" efforts
- General operating expenses
- Endowments
- Religious organizations for sectarian purposes
- Annual fundraising campaigns or general operating expenses
- Projects completed before the application deadline of this proposal
- Individuals
- Debt reduction
- For-profit businesses
- Purchase of office equipment, furniture or electronics (*Exceptions may occur*)
- Direct lobbying
- Anything inconsistent with the HCD mission, vision, values, and strategy
- Organizations or projects that unlawfully discriminate



# Examples by Vital Condition

## Green Light (We Fund This)

*Upstream, Vital Conditions-focused, Community-Level Policy, Systems, & Environmental Change Interventions that create lasting change for the broader community*

## Red Light (We Do Not Fund)

*Downstream Interventions; Urgent Services; Individual-Level Interventions; Programs or services; Interventions that provide temporary relief for narrow segments of community*

### Basic Needs for Health & Safety

- Install lighting to increase street safety and walkability
- Revitalize parks, playgrounds, greenspace
- Establish shared use agreements to increase access to community spaces
- Create/implement Crime Prevention Through Environmental Design (CPTED) improvement plan
- Eliminate dilapidated properties
- Clean and green/repurpose vacant lots
- Establish grocery store or farmers market

- Activate community spaces
- Preventative health care
- Food assistance, food pantries
- Mental health services
- Crime Response
- Violence interruption programs
- Addiction treatment
- Acute care for illness or injury
- Exercise classes
- Resource navigation services
- On-going management of farmers markets

# Examples by Vital Condition

## Reliable Transportation

- Build sidewalks and bikeways to improve connectivity
  - Create community-driven design concepts for transportation improvements
  - Pop-up installations to test proposed improvements
  - Improvements to crosswalks, paths, bike lanes
  - Advocate for sidewalk ordinances
  - Advocate for improvements to transit system
- Police, fire, first response
  - Transportation vouchers
  - Driver education programs

# Collective Community Transformation

Examples of projects funded through HCD community investment



## Assessments & Action Plans

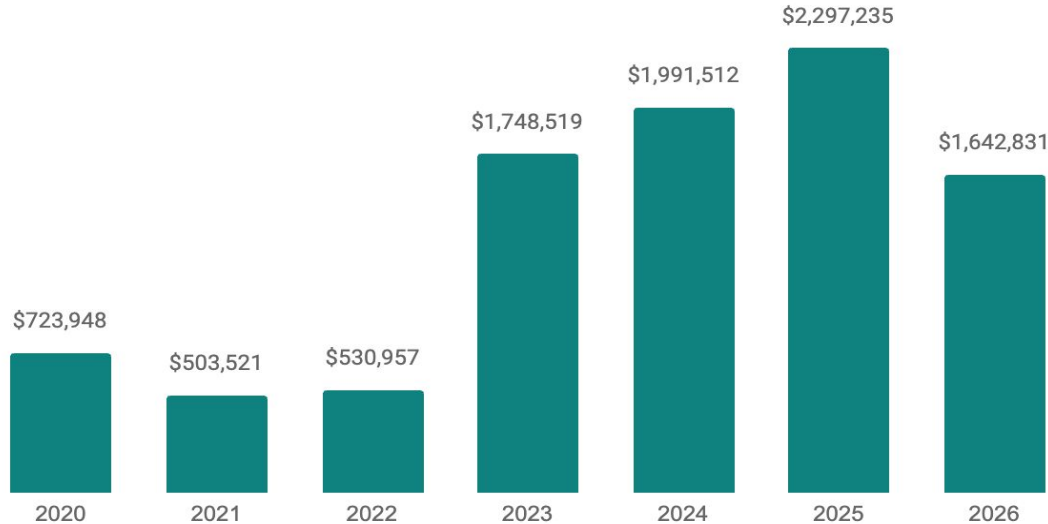
- 7 comprehensive community assessments and revitalization action plans
- 7 housing plans and 3 assessments
- 1 child care center plan
- 1 healthy food access assessment and plan
- 5 park/playground plans and 1 assessment
- 4 vacant lot assessments and 2 plans
- 1 commercial property assessment
- 2 plans for community spaces
- 2 plans and 1 assessment for career training programs

## Implementation Activities

- 10 units of affordable housing created
- Critical home repairs to 94 homes
- 2 new child care centers created
- 1 semi-permanent bike lane installed
- 3 parks/playgrounds revitalized and 13 small improvement projects
- 5 vacant lots revitalized
- 2 commercial spaces created/renovated
- 18 small business revitalization services delivered
- 3 small business/worker cooperatives created
- 35 works of community art installed
- 2 community spaces created and 5 community spaces renovated

# Collaborative Community Investment

Over **\$9.4 million was invested** in HCD Communities from FY 20 - 26



Communities leveraged **another \$21 million** from other sources.



DELAWARE HEALTH  
AND SOCIAL SERVICES  
Division of Public Health





# Application Details

# Available Funding for FY 2027

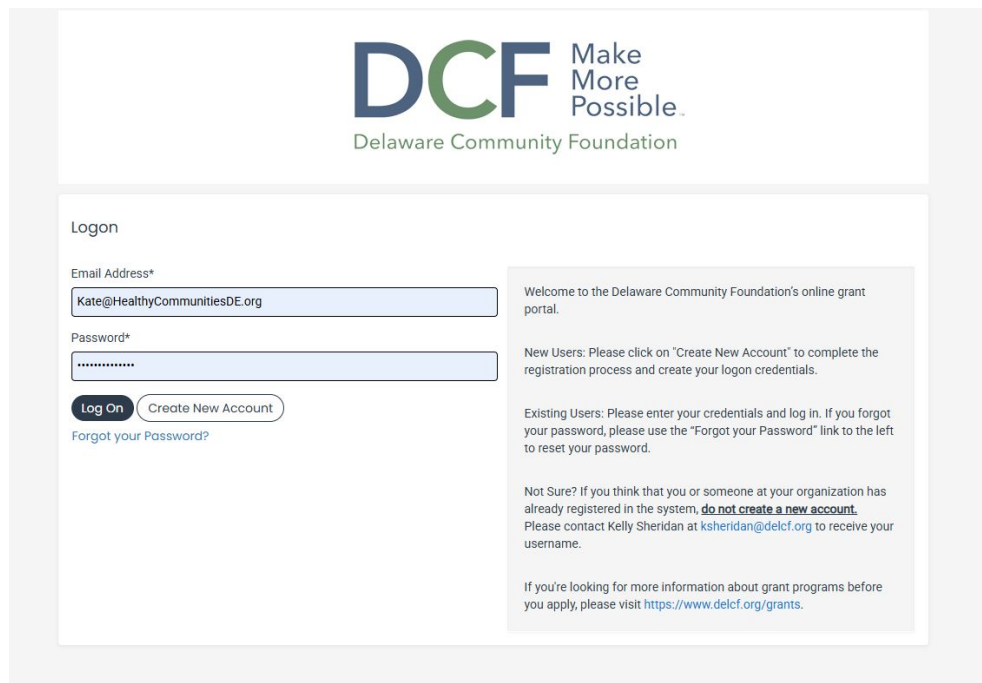
- Approximately \$1.2 million across the State
- Individual Award Range: \$25,000 - \$150,000
- Awards by community - no hard limit, but will be a consideration for communities with multiple applicants
- HCD may fund all or part of a request
- Funded proposals will be shared with public and private investors

# Submit LOI and Application via the DCF Grant Portal

Go to [delcf.org/grants](https://delcf.org/grants)

Click “Apply Now”.

If you do not have an account, you will need to create one.



The screenshot shows the DCF Grant Portal login page. At the top, the DCF logo is displayed with the tagline "Make More Possible" and the full name "Delaware Community Foundation". Below the logo is a "Logon" section with two input fields: "Email Address\*" containing "Kate@HealthyCommunitiesDE.org" and "Password\*" with masked characters. There are two buttons: "Log On" and "Create New Account". A link "Forgot your Password?" is located below the password field. To the right of the login fields is a grey box containing instructions: "Welcome to the Delaware Community Foundation's online grant portal.", "New Users: Please click on 'Create New Account' to complete the registration process and create your logon credentials.", "Existing Users: Please enter your credentials and log in. If you forgot your password, please use the 'Forgot your Password' link to the left to reset your password.", "Not Sure? If you think that you or someone at your organization has already registered in the system, **do not create a new account**. Please contact Kelly Sheridan at [ksheridan@delcf.org](mailto:ksheridan@delcf.org) to receive your username.", and "If you're looking for more information about grant programs before you apply, please visit <https://www.delcf.org/grants>."

# Letter of Interest Elements

- Complete and submit LOI form via the DCF grant portal
  - Answers must be copied and pasted into the form spaces
- Questions
  - Organization name
  - Project name
  - Community name
  - Eligible census tracts
  - Estimated total dollars requested
  - Description of proposed work and how it improves community-level vital conditions
- No detailed budget or action plan required at this stage

# Full Application Elements

- Complete and submit application form via the DCF grant portal
  - Answers must be copied and pasted into the form spaces
  - Focus on substance: Use the space you need to share your ideas clearly—character limits are a ceiling for detail, not a target to hit.
- Upload budget using HCD budget template
  - See example
  - Template is required
  - Justification is required
- Upload action plan using HCD action plan template
  - See example
  - Template is required

All documents, application questions and templates are available on [delcf.org/grants](https://delcf.org/grants).

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**HCD 2026 PROPOSAL BUDGET**

Organization Name

Example budget for a proposal that includes 2 projects: Playground Renovation and Facade Improvements.

**I. HCD PROPOSAL BUDGET**

Line Item Description	HCD Request Amount	Total Project Budget Amount	Justification/Project Allocation
<b>STAFFING EXPENSES</b>			
Project Manager Salary: \$60,000 * 0.35 FTE	\$21,000.00	\$21,000.00	<b>Playground Renovation Project:</b> Project Manager will manage the overall work plan, manage Community Engagement Coordinator and contractor, coordinate with community partners and resident groups, track budget, and facilitate timely reporting // \$6,000 // 0.1 FTE
Project Manager Fringe Benefits @ 30%	\$6,300.00	\$10,800.00	<b>Facade Improvements Project:</b> Project Manager will manage the overall work plan, coordinate contractors and community partners, track budget, and facilitate timely reporting // \$15,000 // 0.25 FTE
Community Engagement Coordinator Wage: \$20/hour * 50 hours	\$1,000.00	\$1,000.00	Project manager fringe benefits rate of 30%. Community engagement coordinator will ensure project is community-centered. Coordinator will co-facilitate 3 design workshops, conduct door-to-door outreach, and provide project updates at monthly community meetings // \$1,000 // 50 hours
<b>OTHER DIRECT EXPENSES</b>			
Contract with playground design contractor	\$5,000.00	\$5,000.00	Playground design contractor will co-facilitate 3 design workshops and produce 3 design concepts and 1 finalized design.
Venue Costs for 3 playground design workshops	\$360.00	\$360.00	Room rental fee for 3 community workshops // \$40 hr/room rental * 3 hours/workshop * 3 workshops = \$360
Food for 3 playground design workshops	\$450.00	\$450.00	Food to serve at 3 community workshops // \$150 snacks and drinks/workshop * 3 workshops = \$450
Contract with electrician for facade improvements	\$10,000.00	\$20,000.00	Contract with electrician to complete lighting installations on 5 storefronts. Expenses based on bids from electricians. // \$2,000/lighting installation * 5 storefronts = \$10,000 // See attachment for scope of work and proposal.
Contract with carpenter for facade improvements	\$5,000.00	\$10,000.00	Contract with carpenter to complete repairs to 2 storefronts. Expenses based on bids from carpenters. // See attachments for See attachments for scope of work and proposal.
Contract with sign manufacturer for facade improvements	\$7,500.00	\$15,000.00	Contract with sign manufacturer to manufacture and install signs for 4 businesses. Expenses based on proposal from sign manufacturer. // See attachments for scope of work and proposal.
<b>DIRECT EXPENSES SUBTOTAL</b>	<b>\$56,610.00</b>	<b>\$98,610.00</b>	
Indirect Expenses (up to 15%)	\$8,491.50	\$14,791.50	Indirect expenses

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ACTION PLAN (submit by April 30)									
Project/Strategy Name		PSE Goal	Resources	Activities/Timeline				Outputs	Outcomes
What is the project Name?		What policy, system, or environmental change do you hope to achieve?	What resources do you anticipate needed to complete the project? How many FTEs/hours?	What will you do? List the actions, processes, or events required to achieve your goals. Please place each activity in the appropriate Quarter (Q1-Q4) of the 12-month grant cycle.				Direct, tangible results of activities that will be produced by the end of the grant period.	How will the community Vital Conditions improve as result of the changes you make?
				Quarter 1 July - September	Quarter 2 October - December	Quarter 3 January - March	Quarter 4 April - June		
6	Establish Steering Committee Project Example	Establish a collaborative governance system that bridges organizational authority with resident leadership to ensure accountable and effective implementation of the Community Revitalization Plan.	<ul style="list-style-type: none"> <li>Project Manager (0.25 FTE)</li> <li>Neutral meeting facilitator</li> <li>Stipends for resident leaders</li> <li>Formal partnership Agreements (MOUs)</li> <li>Shared project management system</li> </ul>	Map key organization implementation partners.  Recruit resident leaderst for co-chair positions.  Draft bylaws and governance charter.	Finalize by-laws and governance charter.  Draft steering committee action plan.	Facilitate monthly implementation tracking meetings.  Finalize steering committee action plan.	Facilitate monthly implementation tracking meetings.	1 steering committee established  1 signed governance charter  1 signed by-laws  1 committee action plan  6 implementation tracking meetings	Increased civic muscle, coordination, and collaboration, leading to more effective revitalization and advancement of vital conditions.
7	Deliver Backbone Functions	To transition from a fragmented service model to a coordinated system of investment that aligns local	<ul style="list-style-type: none"> <li>Project Manager (1.0 FTE)</li> </ul>	Facilitate monthly meetings.  Manage shared reporting	Facilitate monthly meetings.  Manage shared reporting	Facilitate monthly meetings.  Manage shared reporting	Facilitate monthly meetings.  Manage shared reporting	Shared Impact Dashboard launched	Increased efficiency in resource allocation leads to a faster, more equitable distribution of community

# Key Dates and Deadlines

Phase	Date
<b>RFP Release</b>	January 12th
<b>Informational Webinar</b>	January 21, 12 - 1pm
<b>Pre-application Meeting</b>	Meetings must occur by Feb 27th. Schedule <a href="#">here</a> .
<b>Letter of Interest (LOI)</b>	LOI due March 1, 2026
<b>Collaboration &amp; Refinement</b>	Feedback on LOI will be emailed by March 30th
<b>Full Proposals</b> ( <i>by invitation</i> )	Full proposals due April 30th (if invited).
<b>Notifications &amp; Grant Agreements</b>	Late June 2026
<b>Grant Start</b>	July 1, 2026 - June 30, 2027

# Next Steps

- Read the RFP in detail
- Read FAQ addendum
- Read the rubric in detail
- Determine if your organization is eligible
- Determine if your community is eligible
- Is your proposed work community-level (not individual)
- If yes to both, set up a pre-meeting ASAP
  - Potential partners, schedule [here](#) on Calendly.

All proposal materials are available on the Delaware Community Foundation Grants webpage: [delcf.org/grants](https://delcf.org/grants).

# Questions?

Existing partners, contact your liaison.

Prospective partners, contact [Kate@HealthyCommunitiesDE.org](mailto:Kate@HealthyCommunitiesDE.org)

