

**Request for Proposals (RFP)
Diverse Grassroots Advocacy to Expand HUSKY Eligibility**

Project Year: July 1, 2020-June 30, 2021

Concept Paper Due: February 1, 2020

Proposal Due: March 15, 2020

Grant Awards: \$25,000-\$50,000

The Connecticut Health Foundation (CT Health) is seeking proposals from grassroots advocacy organizations, that are led by people of color and whose constituents are primarily people of color, to develop and advance a strategic and coordinated campaign to expand Medicaid eligibility in the state of Connecticut.

Through this RFP, CT Health intends to provide funding and technical assistance to at least two diverse grassroots advocacy organizations. The goal of this initiative is to build a constituency of diverse advocates to expand Medicaid eligibility. Grant recipients will be expected to work independently and collaboratively with other health care advocates and engage in ongoing HUSKY advocacy efforts.

Medicaid is the nation's public health insurance program for low-income individuals. The Medicaid program, known as HUSKY in Connecticut, covers one in five low-income Americans, including many with complex and costly health care needs. HUSKY covers four of every ten children born in Connecticut. Without HUSKY, most participants would not have access to affordable health insurance options.

Although HUSKY coverage has generally received bipartisan support among Connecticut leaders, the state's recent history of budget deficits has made Medicaid eligibility a frequent target for cuts. In 2015, the legislature reduced eligibility for parents with dependent children from 201% of the federal poverty level (FPL) to 155% FPL. As a result, approximately 11,000 parents in Connecticut lost their HUSKY coverage.

It is projected that approximately 80% of these parents ended up uninsured, since most people in this income bracket do not typically have jobs that offer employer sponsored coverage. More recently, state lawmakers raised the eligibility slightly to 160% FPL. This grant opportunity aims to support reducing the uninsured rate by supporting advocacy to expand HUSKY eligibility. The goal of this RFP is to engage those most impacted by the changes in HUSKY eligibility to advocate for change.

Medicaid is a critical tool to reduce racial and ethnic health disparities and advance health equity by giving people access to the care they need. HUSKY enrollees are disproportionately people of color compared to overall state demographics. Medicaid coverage narrows gaps in insurance coverage among racial and ethnic groups, improves access to care, and positively impacts health outcomes.

About CT Health

CT Health is the state's largest independent health philanthropy dedicated to improving lives by changing health systems. Since establishment in 1999, the foundation has supported innovative grantmaking, public policy research, technical assistance, and convening to achieve its mission of improving the health of the people of Connecticut. Over the past 20 years, CT Health has awarded grants totaling more than \$65,000,000 in 45 cities and towns throughout the state.

CT Health's central focus is advancing health equity, which the organization defines as *everyone having the opportunity to be as healthy as possible regardless of race or ethnicity*. To make this a reality, CT Health focuses on four areas that are critical to ensuring that the next generation will not face the same persistent racial and ethnic health disparities as their parents: ensuring access to coverage, increasing connection to care, improving care delivery, and linking clinical care with community organizations.

RFP Grant Details

Goal

CT Health seeks to support at least two diverse grassroots advocacy organizations to engage their constituency in organizing and grassroots advocacy efforts to reduce the uninsured rate by advancing a campaign to expand Medicaid eligibility in Connecticut. This RFP is focused on engaging organizations whose constituency is most impacted by changes in HUSKY eligibility. The foundation will provide funding and technical assistance to support grantees in their efforts.

Specific Objectives

The proposed project should:

- Develop a strategic multi-year advocacy plan to advocate for expanding HUSKY eligibility beginning with the 2021 legislative session
- Implement strategies and tactics to deepen and expand the organization's ability to organize including:
 - Mobilizing grassroots constituents/members
 - Gathering stories from individuals who lost their HUSKY coverage

Technical Assistance

CT Health will engage an external consultant to provide technical assistance to assist in achieving project goals. This may include coaching, skill building workshops, tools, and templates.

Timeline and Funding

This is a one-year initiative that has the potential to be renewed in subsequent years. Awards ranging from \$25,000-\$50,000 will be considered to support eligible program expenses.

RFP Release Date: January 7, 2020

Concept Paper Due Date: February 1, 2020

Proposal Due Date: March 15, 2020

Grantee Notification: June 24, 2020

Project Year: July 1, 2020 – June 30, 2021

Eligibility

Eligible applicants are grassroots advocacy organizations that are led by, and primarily serve, people of color. The foundation defines grassroots organizations as being composed of people closest to the issues that they address. Selected organizations must be led by people of color meaning that they have an executive

director/CEO who is a person of color and/or a board of directors that is composed of a majority people of color. CT Health defines people of color as being from one or more of the following racial and ethnic backgrounds:

- African-American/Black
- Asian or Pacific Islander
- Hispanic/Latino
- Native American

Applicants must be 501(c)(3) organizations. Unincorporated organizations must identify a 501(c)(3) organization that has agreed to function as its fiscal agent.

To apply, visit CT Health’s applicant portal at <https://cthealth.fluxx.io> and register for login credentials. Once you receive your credentials, log into the portal and navigate to “Apply: Requests for Proposals.”