

Virginia Health Care Foundation

Mission of Mercy Expansion Initiative

Request for Proposals (*RFP*)

The Board of Trustees of the Virginia Health Care Foundation (*VHCF*) has approved funding to help underwrite the costs of new Mission of Mercy (*MOM*) projects throughout Virginia over the next three years. Six \$10,000 grants (*two a year*) will be awarded over the next three years to six different organizations.

Background

In 2000, with support from the Virginia Health Care Foundation, the Virginia Dental Association Foundation (*VDAF*) initiated its Mission of Mercy (*MOM*) program. MOMs are temporary dental clinics (*1-3 days*) staffed by a large cadre of volunteers and VCU dental students, who come into a community during a weekend and join with local dentists to provide dental care to the area's uninsured. The services most frequently provided at MOMs are: extractions, restorations (*cavities filled*), and cleanings. A small number of dentures may be available, as well. A typical one-day MOM treats 500 patients, utilizes 250 volunteers and costs about \$40,000 (*for event space, equipment rental, supplies, marketing materials, and printing as well as food, and adequate lodging for the volunteers*). Since 2000, MOM projects have served almost 50,000 uninsured patients with oral health care.

MOM projects vary in size. The largest, in Wise, Virginia, is a huge event that lasts an entire weekend (*2 ½ days*). Others last one or two days, depending on local need, capacity and resources. In all instances, volunteer oral health professionals and interested lay volunteers set up shop and provide dental care to local uninsured adults. This Southwest Virginia MOM project is run entirely by the VDAF. All of the others are led by a local organizing group in each community. For these, the VDAF provides guidance and the necessary mobile dental equipment and supplies; helps recruit dentists to volunteer; and works with Virginia Commonwealth University's School of Dentistry to provide dental students. It can take 9-18 months for a local group to adequately plan and prepare for a MOM.

In addition to dental services, the MOM projects typically generate great visibility regarding the local need for oral health care. In some instances, they have ultimately become a springboard for communities to establish more permanent dental safety net services.

Currently, VDAF and the VCU School of Dentistry help 4 communities conduct MOM projects each year. They are needed in many more localities. To stimulate and incentivize local action, VHCF will award six grants (*\$10,000 each*) over the next 3 years to six different organizations, to help offset the total of about \$40,000 that local leaders typically have to raise to cover costs.

MOM Expansion Initiative

Overview

Through this special initiative, \$60,000 (six \$10,000 grants) will be awarded by VHCF via a competitive grant process to help underwrite the expenses related to conducting new MOM projects. Grants will be awarded to communities that are able to demonstrate significant need, that have the minimum requirements in place to ensure success, and where there have not been MOM projects in the past.

Grant Eligibility

To be considered for the initial round of funding from the MOM Expansion Initiative, an applicant must:

- Be a private nonprofit agency with 501(c)(3) tax-exempt status; or a local public agency.
- Attend a MOM from start to finish.
- **Obtain and read the MOM Guidebook, available electronically at <http://www.vhcf.org/wp-content/uploads/2010/09/MOM-Guidebook-FINAL.pdf>**
- View the video of a “how to” workshop with MOM experts at <http://www.vhcf.org/for-those-who-help/resources-for-providers/resources-for-dental-care-providers/mom-projects/workshop-webcast-mom-in-your-community/>.
- Submit a proposal by August 30, 2013 at 5:00PM.

Proposal Requirements¹

1. Submit a completed **MOM Proposal Cover Sheet** available on the VHCF website and attached here.
2. A concise project narrative **not to exceed four pages**. Required attachments are not counted as part of this 4 page limit. It should describe each of the following:
 - **The need** – Document the specific dental need(s) of your community. For example, number of uninsured adults in the community; lack of or an overwhelmed dental health safety net; local ER usage attributed to dental pain; and/or wait lists for pro-bono dental services.
 - **How do you plan to meet the following minimum requirements** (*explained in more detail in the MOM Guidebook*). Please address the requirements with a concise response to each, and attach supporting documentation:
 - ✓ An engaged and responsible planning committee (*provide a list of committee members with their titles and/or affiliations*);

¹ Please note: This is a special grant initiative; therefore some elements (i.e. criteria, grant year period, etc) vary from typical VHCF health safety net grants. Interested applicants should **use this document ONLY for guidance** for MOM Expansion Proposals, not the standard VHCF grant guidelines.

- ✓ Sufficient leadership and support from the local dental community;
 - ✓ A minimum of \$20,000 in pledged financial support for the project (*provide documentation of the pledges*);
 - ✓ A viable fundraising mechanism to secure remaining funds (*provide a detailed plan for how remaining funds will be obtained*);
 - ✓ An appropriate space for the project (*typically 9,000-10,000 square feet*) that can accommodate water and electricity requirements for the project (*identify the location*);
 - ✓ A specific plan for housing key volunteers and dental students, as necessary;
 - ✓ Commitments from community volunteers (*non-clinical*) to support set-up, clean-up, parking, line control, pre-registration, registration, pharmacy voucher distribution, and food and beverage stations (*indicate existing commitments, how remaining volunteers will be recruited, and where they will come from*); and
 - ✓ Plans for communicating about the MOM project with potential patients and the community-at-large.
- **Project management** – Identify the individuals who will implement and oversee the project, their qualifications to manage it, and their involvement to date.

3. **A Proposed Budget and Budget Rationale** which represents all of the expenses associated with the MOM Project. Refer to page 15 of VHCF’s MOM Guidebook for Sample Project Budget.

Other Important Information about Your Proposal:

- Proposals must be presented in standard font size (*12 point*) on letter-sized paper (8”x11”), 1” margins, and include page numbers on the narrative.
- Please do not bind or staple your proposal, or use special covers.
- Submit an original and four copies of the entire proposal.

Other Conditions for Grant Award:

- Attend a MOM from start to finish.
- Satisfactory site visit from VDAF representatives to determine adequacy of facilities.

APPLICATION TIMELINE

Proposals Due-No later than 5PM* (hard copies only-no electronic submission)	August 30, 2013
Notice of Award Mailed	November 1, 2013
Grant Start Date	Funding will be based on the dates of each funded community's MOM Project.

**No later than 5:00 PM. in VHCF's office (707 E. Main Street, Suite 1350, Richmond, VA 23219). Late concept papers or proposals will not be accepted.*

SPECIAL INSTRUCTIONS, POLICIES & INFORMATION

Incomplete proposals or those which do not follow this RFP's specifications will not be reviewed. Please examine your proposal carefully to ensure you have provided all the information requested by the Foundation and that your concept paper or proposal meets all the specifications outlined in the RFP. *Materials will not be accepted under separate cover.* All attachments and additional materials should be submitted with the formal proposal.

Applicants are responsible for verifying the receipt of a proposal in VHCF's office by the deadline. The Foundation will not acknowledge receipt of proposals.

CONDITIONS FOR GRANT ACCEPTANCE

Each grantee must sign a letter of agreement with the Virginia Health Care Foundation that delineates the terms and specific objectives of the project for which funds are awarded.

DECISIONS

A special review committee comprised of representatives from VHCF and the VDAF will make all decisions regarding applications. All decisions will be made and communicated by **November 1, 2013**.

For more information about *the MOM Expansion Initiative*, please contact:

Tracey van Marcke, Dental Opportunities Champion
Phone: (804) 828-5804
E-mail: tracey@vhcf.org