

NYSARH for NYS Health Foundation

Letter of Inquiry Format

I. *Inquiry Information Project Title Proposed Grant Amount (Note: Applicants may apply for a grant of up to \$200,000. Projects will be assessed for the appropriateness of the budget to the proposed scope of work and timeline. Funds requested must be commensurate with the work proposed. The budget will be an important factor in selecting the most competitive proposals.) Time Frame for Completion Scope of Project: Please select the geographic scope/impact of the project (check all that apply). Please click on Save and Next to go on to the next section.*

Project Title: Strengthening the Infrastructure for Rural Health
Request Amount: \$200,000
Time Frame: Spring 2021 - Winter 2023
Geographic Scope: 46 Counties in Rural Upstate New York

Commented [1]: I have a list of the Counties if you think a question will be asked

II. *Organization Information This section reflects information created during your user registration process. Organization Legal Name (pre-populated from your registration information) Organization AKA Name (If your organization name is different from your organization's legal name) Employer Identification (EIN) Number Address (pre-populated from your registration information) Organization Type 1 (select from drop-down menu) Organization Type 2 (select from drop-down menu) Website URL Organization Information (Maximum length: 2,000 characters with spaces): Describe your organization's purpose/activities. If working in a unit or department of a much larger organization, describe your unit or department; only include information about the larger organization if relevant to the project. Annual Operating Budget: Do not include a \$ sign in this field; only include numbers. Year Established Number of Employees Please click on Save and Next to go on to the next section.*

Organization: NYS Association for Rural Health (NYSARH)
EIN: 51-0489828
Website: www.NYSARH.org
Description: The mission of NYSARH is to improve the health and well-being of rural New Yorkers and their communities. NYSARH is a not-for-profit, non-partisan, grassroots organization working to preserve and improve the health of the residents in rural New York State. The organization is affiliated with the National Rural Health Association.

NYSARH membership includes representatives of all facets of the rural health care industry, as well as individuals and students. NYSARH serves individuals, consumers, non-profit organizations, government agencies and officials, health care facilities, emergency medical service providers, long-term care organizations, businesses, universities, foundations, associations, and other stakeholders in rural health.

NYSARH provides relevant and timely information to Members via a variety of methods including a website, webinars, an annual conference and ad hoc gatherings. NYSARH represents the interests of our Members at various state-wide meetings. NYSARH Members particularly value NYSARH's initiative to submit letters and provide testimony to state and national policy makers on issues of importance to Rural Health.

Operating Budget: \$100,000/year* *except in 2020, when it was \$1,000,000

NYSARH was founded in July 2001.

NYSARH has no employees, but we do contract for Administrative Services for a total of approximately 1 FTE.

III. Contact Information This section reflects contact information created during your user registration process. If the primary contact for this grant needs to be updated, click on the fields with the highlighted red bars and edit. Please Note: If the information you are looking at is not you, you have logged in as someone else. This is common if you decide to share login credentials. Please DO NOT edit the contact details in this section if you are not this person. You must log in under your own credentials and update your contact details there. Please click on Save and Next to go on to the next section.

Contact: Sara Wall Bollinger
sara@NYSARH.org

IV. Narrative The following outlines the required sections and lengths for each. Please note the maximum length for each field are suggested; however, concise responses are welcomed and encouraged.

Statement of Need (Maximum length: 2,000 characters with spaces) A brief summary of the problem your project will address. Please include a description of the racial and health equity issues and the target population.

The National Rural Health Association has warned that the coronavirus pandemic may become a 'mass extinction event' for rural hospitals and the nonprofit agencies that support the health and wellness of rural communities, both of which have disproportionately depended on government sources of funding in the past. NYSARH Member organizations are exceedingly vulnerable to economic stressors at this time.

As an organization, NYSARH has depended on revenue generated by the annual Rural Health Conference to cover the cost of our contract for Administrative support. Without conference revenue, NYSARH would become an all-volunteer organization and services to Members would need to be significantly scaled back.

The Project (Maximum length: 4,000 characters with spaces) Briefly describe the work that would be conducted using grant funding. As appropriate, include details on specific activities, methods, and products that would result from the grant. Be sure to explain how you plan to meaningfully engage people of color in the design, management, and execution of the project and why this project fits in with our Patients as Partners: Advancing Equity initiative.

NYSARH envisions two components to this project:

1. Enhance Value to Members
 - a. Build an 'asset map' of current Members resulting in a 'catalogue of capabilities'
 - b. Facilitate peer-to-peer relationships among Members working on similar projects or initiatives
 - c. Create 'mentorship' and 'internship' opportunities for students learning the skills to work in rural healthcare
 - d. Provide a robust selection of educational webinars and virtual events responsive to the needs of Members

2. Diversify Revenue Sources
 - a. Reduce dependence on the annual Rural Health conference. NYSARH held a 'virtual' conference in 2020 that was well-received, but generated about 1/3 the revenue of the 2019 conference
 - b. Build out a year-round educational presence with an earned revenue component
 - c. Reimagine membership levels and tiers to encourage more diverse participation and more membership revenue
 - d. Collaborate with Members to successfully compete for large, multi-year foundation and federal grant funding

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Desired Impact and Goals (Maximum length: 2,000 characters with spaces) Briefly describe the desired impact and goals of the project. Please explain how this project may have implications for statewide or system-wide policies or practices; provide a true benefit to consumers and patients of color; or can have impact or influence on the larger field.

1. Enhance Value to Members

NYSARH's reputation will improve, enhancing its effectiveness as 'the voice for rural health'. NYSARH will be more financially secure as an organization over time if Members are satisfied with our services and therefore renew their memberships and refer their colleagues. NYSARH will be more successful winning grant funding if it is perceived that current services are utilized and effective.

2. Diversify Revenue Sources

NYSARH needs to be strong during this period of uncertainty for our Members. This proposal seeks support for 'capacity building' for both the organization and its Members by tapping into the skills and knowledge that already exist in the rural health ecosystem.

Preliminary Grant Application Concepts:

- Apply to the Mother Cabrini Foundation for a statewide grant to engage with diverse rural residents and collect their 'voices' regarding issues such as tobacco cessation, vaccine safety, the opioid crisis, chronic disease and economic development. Apply spring 2021; implement 2022.
- Apply to HRSA when funding becomes available for the *Rural Action Plan*
 - Build a Sustainable Health Model for Rural Communities;
 - Leverage Technology and Innovation;
 - Focus on Preventing Disease and Mortality;
 - and • Increase Rural Access to Care.Apply 2022; implement 2023.

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Barriers and Obstacles (Maximum length: 2,000 characters with spaces) Describe any barriers and/or obstacles you expect to encounter and how your organization plans to overcome them.

NYSARH Members may be stretched so thin they will not have the bandwidth to participate in capacity building activities. For this reason we anticipate one aspect of the Project will be providing pass-through mini-grants to support things like paid Internships, AmeriCorps members or Stipends to help Member organizations build their internal capacity to enable them to participate in selected NYSARH projects.

Qualifications (Maximum length: 2,000 characters with spaces) Briefly describe any unique and relevant qualifications and experience of your organization or a project partner organization to carry out this project. Include a description of how your proposed team members are well positioned to meaningfully engage consumers and patients from communities of color, including a description of your organization and project leadership. You must include the racial/ethnic breakdown of your project team and leadership of your organization.

NYSARH is uniquely positioned to manage the proposed Project. The organization has twenty volunteer Board members from all over Upstate New York who do the work of NYSARH through Committees. The Governance and Finance Committees manage quality control for internal operations while the Membership, Policy and Education Committees oversee Member services.

Budget Narrative (Maximum length: 400 characters with spaces) Please provide a brief description of how the grant dollars will be spent. For example: Applicants invited to submit a full

grant proposal will be able to expand this description. Please click on Save when you are finished.

Administrative Contract	\$ 75,000
Pass-through Stipends 10 @ \$5,000 each	\$ 50,000
Technology/software/applications TBD	\$ 10,000
Marketing/Communications	\$ 10,000
Targeted Member Outreach	\$ 10,000
Campus Outreach for faculty Presenters & student Interns	\$ 10,000
Grant writing assistance [hire firm like AHP, CCSI, HMA]	\$ 10,000
Participation in National conferences/training	\$ 5,000
10% Indirect/Overhead	<u>\$ 20,000</u>
Total	<u>\$200,000</u>

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