



Diverse Procurement Funding Opportunity

Kaiser Permanente Mid-Atlantic States is pleased to announce an open funding opportunity for nonprofit organizations or government entities to directly support diverse entrepreneurs and/or reduce systemic barriers to diverse business growth in Kaiser Permanente communities through eligible activities. In particular, the funding opportunity is designed to increase procurement with diverse-owned businesses.

A copy of this document can be found at kp.org/grantmaking/mas.

Important Dates

Table with 2 columns: Activity, Due Date. Rows include Letter of Interest Release Date, Information Session, Letters of Interest Due, Notice of Invitation for Full Proposal, Full Proposal Due, Awards Announced, Project Start Date, and Final Report Due.

Award Information

Award Up to Amount: Up to 3 awards of \$50,000
Grant Term: 12 months

Eligible Organizations

- To be eligible to submit a Letter of Interest (LOI), organizations must meet minimum qualifications:
- Have a 501(c)(3) public charity designation and be in good standing with the Internal Revenue Service; or have a fiscal sponsor that is so designated; or, be a government entity exempt under Internal Revenue Code Section 501(c)(3).
- Provide services within a Kaiser Permanente Mid-Atlantic States service area (Washington, DC/Suburban Maryland, Greater Baltimore and/or Northern Virginia)

Questions

For questions regarding the content of the funding opportunity, please email laura.flamm@kp.org with "Diverse Procurement RFP" in the subject line of the email.
For technical assistance with submitting your LOI, please contact MAS-Contributions@kp.org.

1. Initiative Background and Purpose

Kaiser Permanente understands that access to economic opportunity and health outcomes are inextricably linked. We are committed to using our resources to address economic opportunity gaps in the communities we serve. Our Economic Opportunity program area includes the following three strategies:

- Individual Financial Health
- Equitable Career Pathways
- Diverse Business Growth

This funding opportunity is intended for organizations interested in advancing Kaiser Permanente's Diverse Business Growth strategy, which is focused on helping diverse entrepreneurs launch and sustain successful small businesses, become agents of change in their own communities, and build wealth for themselves, their employees, and their communities.

In particular, this funding opportunity is designed to advance diverse business growth by increasing procurement and contracting with diverse-owned businesses.

Small businesses are critical to the success of our communities and the U.S economy overall. They provide essential goods and services, create essential jobs, keep money circulating locally, and often function as gathering spaces and cultural markers that both reflect and shape the identity of a community. For people experiencing barriers to employment, such as immigrants, refugees, and formerly incarcerated individuals, starting a small business may be one of the only ways to earn a living.

Diverse entrepreneurs (including entrepreneurs of color and entrepreneurs that identify as women, non-binary, or transgender) face systemic barriers to starting and sustaining small businesses and building wealth – a result of structural racism and sexism in economic policies and practices. Inequitable access to capital remains a key challenge for diverse entrepreneurs. In addition to financial challenges, diverse entrepreneurs also have limited access to mentors, lucrative contracting opportunities, networking opportunities, technological supports, and linguistically and culturally relevant business assistance resources.

Kaiser Permanente's Diverse Business Growth strategy aims to fund diverse-led organizations that understand the structural barriers experienced by diverse entrepreneurs and are working to address them through direct individual interventions and/or systems-level interventions.

2. Key Outcomes, Objectives, Measurements, and Expected Activities

This funding opportunity is intended to achieve the below outcomes:

1. **Launch, stabilize, and/or grow diverse-owned businesses that sustain quality jobs** by providing access to capital and/or technical assistance **that leads to increased procurement and contracting opportunities.**
2. **Reduce barriers to diverse business procurement** through 1) educating about and evaluating policy implementation, and 2) engaging anchor institutions / corporations to increase their diverse business procurement.

Applicants are required to select one or more of the outcomes, objectives, associated activities, and measurements from the tables below to include in their application. Applicants may also include additional objectives, provided they are aligned with the key outcomes and eligible activities.

Outcome(s)	Objective(s)	Eligible Activities	Measurements (Metrics)
<p><u>Outcome #1:</u> Launch, stabilize, or grow diverse-owned small businesses that sustain quality jobs by increasing procurement and contracting opportunities</p>	<p><u>Objective #1:</u> By the end of the grant term, directly support [#of and target population] entrepreneurs to access capital and/or culturally relevant technical assistance that leads to increased procurement and contracting opportunities.</p>	<p><u>Eligible Activities</u></p> <ul style="list-style-type: none"> •Group education (i.e trainings/ workshops/ webinars) •One-on-One Business Advising •Connections to resources and/or new procurement opportunities •Deploying affordable capital (grants and/or loans) 	<p><u>Required Metrics:</u></p> <ul style="list-style-type: none"> •[X number of entrepreneurs] served in KP market • Demographics (race/ethnicity, gender) of entrepreneurs served • [X number of entrepreneurs] receiving new sources of capital •[\$ amount] of capital secured by participating entrepreneurs •[X number of] jobs sustained by entrepreneurs served • [X number of entrepreneurs] who reported increased business revenue <p><u>Additional Recommended Metrics:</u></p> <ul style="list-style-type: none"> • [X number of] jobs sustained by supported businesses that pay a living wage • [X number of] jobs sustained by supported businesses that provide health benefits
<p><u>Outcome #2:</u> Reduce systemic barriers to diverse business procurement</p>	<p><u>Objective #2:</u> By the end of the grant term, engage in at least [X number of] policy education and evaluation activities to help diverse entrepreneurs benefit from relevant public policies related to procurement</p>	<p><u>Eligible Activities:</u></p> <ul style="list-style-type: none"> • Writing policy briefs • Educating key stakeholders and policy makers about the needs of diverse entrepreneurs • Hosting webinars and convenings about relevant policies • Supporting diverse entrepreneurs to learn about/ take advantage of available public business development resources 	<p><u>Required Metrics:</u></p> <ul style="list-style-type: none"> • Description of policy education and evaluation activities and impact on diverse entrepreneurs

<p><u>Outcome #3:</u> Reduce systemic barriers to diverse business procurement</p>	<p><u>Objective #3:</u> By the end of the grant term, engage [X number of] anchor institutions/ local corporations to increase diverse business procurement</p>	<p><u>Eligible Activities:</u></p> <ul style="list-style-type: none"> • Engaging with anchor institutions to influence their impact purchasing policies • Connecting diverse entrepreneurs to anchor institutions to secure procurement opportunities 	<p><u>Required Metrics:</u></p> <ul style="list-style-type: none"> • [X number of] anchor institutions engaged • Documented improvements to diverse business procurement by participating anchor institutions <p><u>Additional Recommended Metrics:</u></p> <ul style="list-style-type: none"> • [X number of] entrepreneurs that secured new contracts
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3. Reporting and Evaluation Requirements

Awarded grantees will be required to:

1. Submit data surveys on key metrics annually 30 days after the end of the grant term,
2. Submit a narrative progress report at the midpoint of the grant term
3. Submit a final report 30 days after the end of the term of the grant.

Specific guidance on report due dates will be provided in the grant agreement with more details on how to submit reports before each report due date. All awarded grantees will need to collect data throughout their grant term to be able to report on their project objectives and measurements (metrics).

Grantees that are approved for funding may be requested to participate in additional evaluation activities throughout the grant period. All participating grantees will be expected to track required quantitative metrics (selected from metrics listed above) for the duration of the grant and share data, grant activities, and achievements.

Progress (if required) and final reporting will include:

- A short narrative on progress, successes, and challenges of the project.
- Submission of a project budget template (will be provided) that shows expenditures to date compared to the approved project budget. Final report should reflect spend-down of all funds received.

Data surveys will include:

- Questions asking grantees to submit data for the outlined measurements (metrics) included in this RFP.

Additional Evaluation Activities

- Additional evaluation activities may include participation in **interviews and focus groups**.

4. Allowable Project Budget Expenses

Grant funding can support, but is not limited to:

- Salaries and benefits
- Subcontractors and consultants
- Project costs for program management
- Costs for reporting and evaluation
- Convenings and associated travel
- Indirect costs up to 15% (salaries and benefits are not indirect costs)

Grant funding cannot be used to support:

- Capital expenditures (new building or remodeling)
- Cash reserves
- Debt retirement
- Lobbying activities

5. Organizational Attributes

Prospective organizations, in addition to the eligibility requirements, will exhibit the following qualities:

- Established history serving in under-resourced communities as demonstrated by the demographics of current population or community served.
- Racial diversity among organization's staff, leadership, and Board of Directors, including engagement of people with lived experience.

6. Selection Criteria

Priority will be given to proposals that meet the following criteria:

- Demonstrated commitment to racial and health equity
- Proposal adheres to the framework and funding guidelines
- Proposed activities are reasonable for budget allocation and advance project objectives
- Proposed activities would meaningfully impact the communities served by Kaiser Permanente

7. Electronic Application Process

All applicants must submit a Letter of Interest, using Kaiser Permanente's online grants management system process by February 28, 2024 at 11:59 p.m. Eastern.

All applicants will be notified by March 18, 2024, whether they are invited to submit a full proposal. Selected applicants must submit a full proposal by April 8, 2024.

New users will need to create an account in the Kaiser Permanente grants management system. Applicants that have not previously used the Kaiser Permanente online application process are encouraged to submit their LOI early to avoid technical issues.

- Please visit our online application portal: <https://mosaic.versaic.com/login>
- Log in or create a new profile by clicking the "Create" button and following the guidance
- From the homepage select the "Get Started" button to begin a new application
- When prompted, please use Access Code: MAS24LOI

Applicant must follow the Application Guide found in section 9 referenced below when submitting the LOI for funding consideration:

Emailed or mailed applications will not be accepted nor entered in the review process. Funding decisions will be made by the end of June, 2024. Submission of an application does not guarantee

funding. All applications are reviewed for consideration in a multi-step process and applicant will be notified of application status.

8. Letter of Interest Submission Guidance

To help expedite your application and help us understand your project goals, we've provided guidance and prepopulated responses to select questions within the Letter of Interest. If your organization is selected to submit a full application, additional guidance will be given.

Letter of Interest Question	Additional guidance for applicant responses
Project Title	Promoting Diverse Procurement in Mid-Atlantic
Grant amount requested from Kaiser Permanente	\$50,000
Project start and end dates	7/1/2024 – 6/30/2025
What is the overall project goal? If your request is not related to a specific project, describe the goals of your organization. (75 words)	[Insert name of organization] is seeking up to \$50,000 to advance Promoting Diverse Procurement in Mid-Atlantic by [insert additional details specific to your project and selected funding track].
What activities or strategies will you use to achieve the project goal? If your request is not related to a specific project, briefly describe your organization's programs and/or activities. (125 words)	See section 2 for outcomes, objectives, and activities. Indicate which of the objectives and activities your organization is requesting support for. As the word limit allows, elaborate on the activities specific to your project and how those activities will help meet your project objectives and identified need.
Describe the community which will be served by the project and explain why the project is needed in that community. Include the cities and/or counties in which the project activities will take place, as well as characteristics of the population that will be served. (125 words)	Be sure to include the estimated number of people who will be reached by your proposed project.

<p>List at least one measurable health improvement outcome the project will achieve. If your request is not related to a specific project, enter N/A. (75 words)</p>	<p>Copy/paste verbatim measurements from Section 2 that are relevant to the proposal and give numerate goals.</p> <p>Outcome 1 Example: 50 Black entrepreneurs receive 1:1 coaching on procurement 30 Black entrepreneurs receive 0% interest loans to enable scaling for procurement \$1.5M in loans deployed to Black entrepreneurs 250 jobs sustained; 80% of jobs pay living wage; 80% of jobs with benefits 20% average revenue increase for participants</p> <p>Outcome 2 Example: 1 policy brief shared via 3 webinars and convenings, educating 400 diverse entrepreneurs and 50 policy makers about the needs of diverse entrepreneurs</p> <p>Outcome 3 Example: 5 anchor institutions engaged 3 documented improvements to diverse business procurement by participating anchor institutions 10 entrepreneurs that secured new contracts</p>
<p>How do you know the proposed approach will be effective? For example, if the project has shown previous measurable success or if it will use an evidence-based curriculum or strategy. If your request is not related to a specific project, enter N/A. (125 words)</p>	<p>Indicate how you will collect data for the measurements (metrics) for your applicable objectives.</p> <p>[Insert name of organization] will collect metric data by [insert data collection methods].</p>
<p>Attachments section - if required by the Kaiser Permanente region to which you are applying, please upload a 1-2 page description of your project to supplement the information provided above.</p>	<p>No attachments required for Letter of Interest submission.</p>

9. Definitions

Diverse Entrepreneur: Entrepreneurs/ small business owners that identify with any one of the following racial/ethnic groups: Black, Native-American, Latinx, Asian, Pacific Islander, Native Hawaiian, Mixed Race; as well as entrepreneurs/ small business owners that identify with any of the following genders: Women, Non-Binary, Transgender

Anchor Institution: Place-based, mission-driven entities such as hospitals, universities, and government agencies that leverage their economic power alongside their human and intellectual resources to improve the long-term health and social welfare of their communities

Procurement: Every activity involved in sourcing and purchasing the goods or services that a company needs to support its daily operations.

Affordable Capital: capital products, including grants, loans, and equity investments, that do not place excessive financial burden on the recipients. The products should fundamentally benefit the recipient and be distributed equitably.

Technical Assistance: one-on-one consulting and training programs provided by expert advisors.

Quality Job: A job that provides at least three of the following five key elements: 1) living wage, 2) basic benefits, 3) career-building opportunities, 4) wealth-building opportunities, 5) a fair and engaging workplace

Living Wage: A salary sufficient to support a decent standard of living- or, at minimum, exceeds the median wage offered within the employer's industry. Use this living wage calculator to help individuals, communities, employers, and others estimate the local wage rate that a full-time worker requires to cover the costs of their family's basic needs where they live: <https://livingwage.mit.edu/>

Business Support Organization: Any organization that directly supports entrepreneurs to launch, sustain, or grow small businesses by providing technical assistance and/or deploying capital. This includes Community Development Financial Institutions (CDFIs), community-based organizations (CBOs), chambers of commerce, Small Business Development Centers (SBDCs), etc.: