

Welcome to the 2024 Grantee Informational Session

March 7, 2024



**THE
WASHINGTON
HOME**

A Charitable Foundation



thewashingtonhome.org



info@thewashingtonhome.org



Meet The Team



Crystal Carr Townsend, MPA

CHIEF EXECUTIVE OFFICER

ctownsend@thewashingtonhome.org

202.895.0105

TheWashingtonHome.org



Tiffany Oscar, MPA, LICSW

PROGRAM MANAGER

toscar@thewashingtonhome.org

202.966.3720

TheWashingtonHome.org



Chenelyn Barker

SR. ASSOCIATE

PROGRAMS & COMMUNITY OUTREACH

cbarker@thewashingtonhome.org

202.895.0176

TheWashingtonHome.org



THE AGENDA



Greetings

Introductions

About

The Washington Home

Focus

Funding Priorities & Current Grant Investments

Overview

Open RFP Process & Timeline

Details

RFP Application Review



GREETINGS ABOUT US



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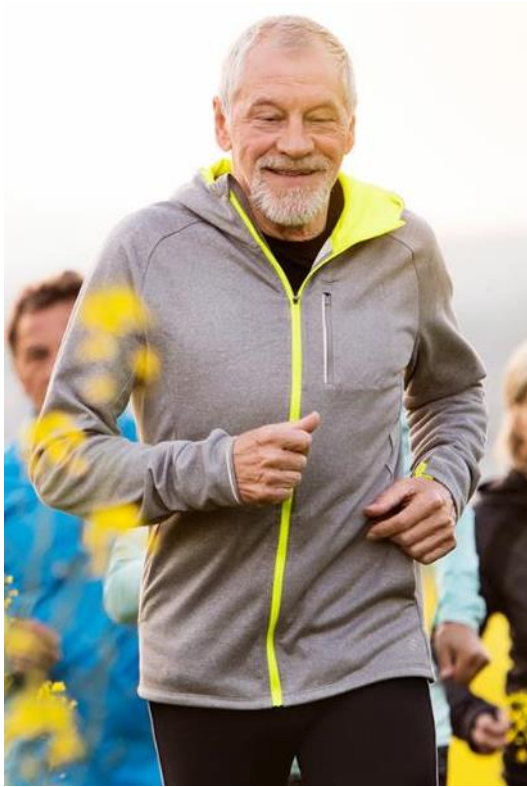
Our History

Since 1888, The Washington Home (TWH) has been supporting the most vulnerable in the Washington community.

Until recently, TWH provided long-term care to residents of its nursing home facility in upper Northwest Washington, D.C. and hospice care to patients in their own homes, and through the in-patient hospice wing of the nursing home.

In 2020, the TWH Board of Directors repositioned the organization to fund entities that improve the quality of life for older adults and/or terminally ill residents in the Washington, D.C. metropolitan area.





Our Commitment

Mission

Our mission is to fund entities that create and deliver **innovative, compassionate** and **well-managed programs** to improve the quality of life for older adults and/or terminally ill residents in the Washington, D.C. metropolitan area.

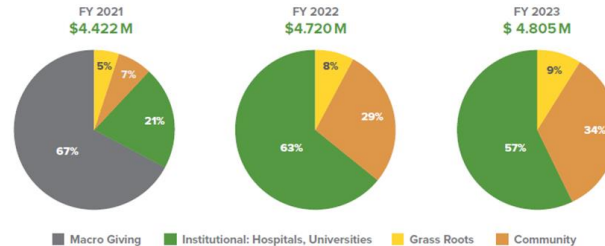
Investment

Over the past three years (July 2020 - June 2023) The Washington Home has **provided over \$14M in funding** to local Washington, D.C. organizations that provide care and services supporting the TWH's mission.

Looking Ahead

In Year 4, we will continue to seek opportunities to make key investments that directly impact systemic issues for more sustainable solutions over the long-term.

Giving By Investment



AREAS OF FOCUS



Funding Priorities

We invest in local, community efforts to address social isolation, caregiver relief, food insecurity, and specialized health care for older adults and the critically ill.

- Critically Ill – Caregiver Relief & Hospice
- Critically Ill – Healthcare/Workforce
- Food Insecurity
- Social Isolation
- Impact Giving – Sponsorships



COMMUNITY UPDATES

Critically Ill

In 2023 alone, a total of 4,489 direct care workers left the DC workforce.

This represents nearly 30% of all workers who were providing direct care to seniors and people with disabilities.



We invest in programs that support the growing needs of **geriatric care** and **increase workforce** development in the medical field.

Innovative Solutions: 5-year investment for D.C. Geriatrics Center & House Call Center

Meeting Community Need: Serving 4,000 older adults

Grant Amount: \$1,300,000.00

Innovative Solutions: Improving care for geriatric patients at the emergency department

Meeting Community Need: Supporting the vital programs and staff in the emergency room serving an additional 10,000 patients

Grant Amount: \$1,000,000.00

Innovative Solutions: Fund Geriatric Career Builders Program and 12 nursing scholarships

Meeting Community Need: Building workforce development to sustain critical medical position staffing of 42 professional

Grant Amount: \$1,013,000.00



Critically Ill

An estimated 36,000 D.C. residents have difficulty with self-care/and or with living independently.

- 19,500 (age 18-64) need temporary or permanent care
- 16,500 (age 65+) are unable to live independently without support
- These numbers are projected to increase by 10% every 5 years

Our investments support **inclusiveness** that recognizes the **whole person** and provide care to underserved **communities**.



Innovative Solutions: Care Navigator and marketing at the new Max Robinson Center

Meeting Community Need: Providing care and resources for more than 100 LGBTQ+ older adults in Wards 7 & 8

Grant Amount: \$150,000.00



Innovative Solutions: Hospice care for indigent patients

Meeting Community Need: Bridging health disparities among homeless patients with HIV/AIDS and terminal cancer; supporting 8 patients at a time

Grant Amount: \$75,000.00



Innovative Solutions: Providing dentures and oral care

Meeting Community Need: Funding dental care for

Grant Amount: \$50,000.00



Food Insecurity

We invest in programs that develop **food security plans** and create **collaborative partnerships** to reduce the **insecurity rate** for older adults.

DC ranks #1 with 13.5% of older adults experiencing food insecurity.



Innovative Solutions: Senior Brown Bag Program / Senior Food Convening
Meeting Community Need: Providing fresh produce and groceries to more than 4,453 seniors; Convening alliances to reduce food insecurity among older adults

Grant Amount: \$287,000.00



Innovative Solutions: Homebound meal delivery service
Meeting Community Need: Tailored meals for more than 2,350 critically ill older adults

Grant Amount: \$100,000.00



Innovative Solutions: Chef demonstrations and cultural programming
Meeting Community Need: Supporting food programs for older adults

Grant Amount: \$50,000.00



Social Isolation

Nearly 74% of older adults live alone in DC.



We invest in programs that help **reduce social isolation** and offer **dynamic ways** for older adults to engage with each other.

Innovative Solutions: Senior Camp - an outdoor recreational retreat for older adults, and older adult programs in Ward 8

Meeting Community Need: Creating new experiences and memories for 160 older adults

Grant Amount: \$125,000.00

Innovative Solutions: The Friendship Bench DC Pilot Program

Meeting Community Need: Providing a holistic approach to 120 older adults/grandparents on how to manage mental health

Grant Amount: \$100,000.00

Innovative Solutions: Senior iPad program

Meeting Community Need: Digital virtual trainings and programs for 2,210 homebound seniors

Grant Amount: \$100,000.00

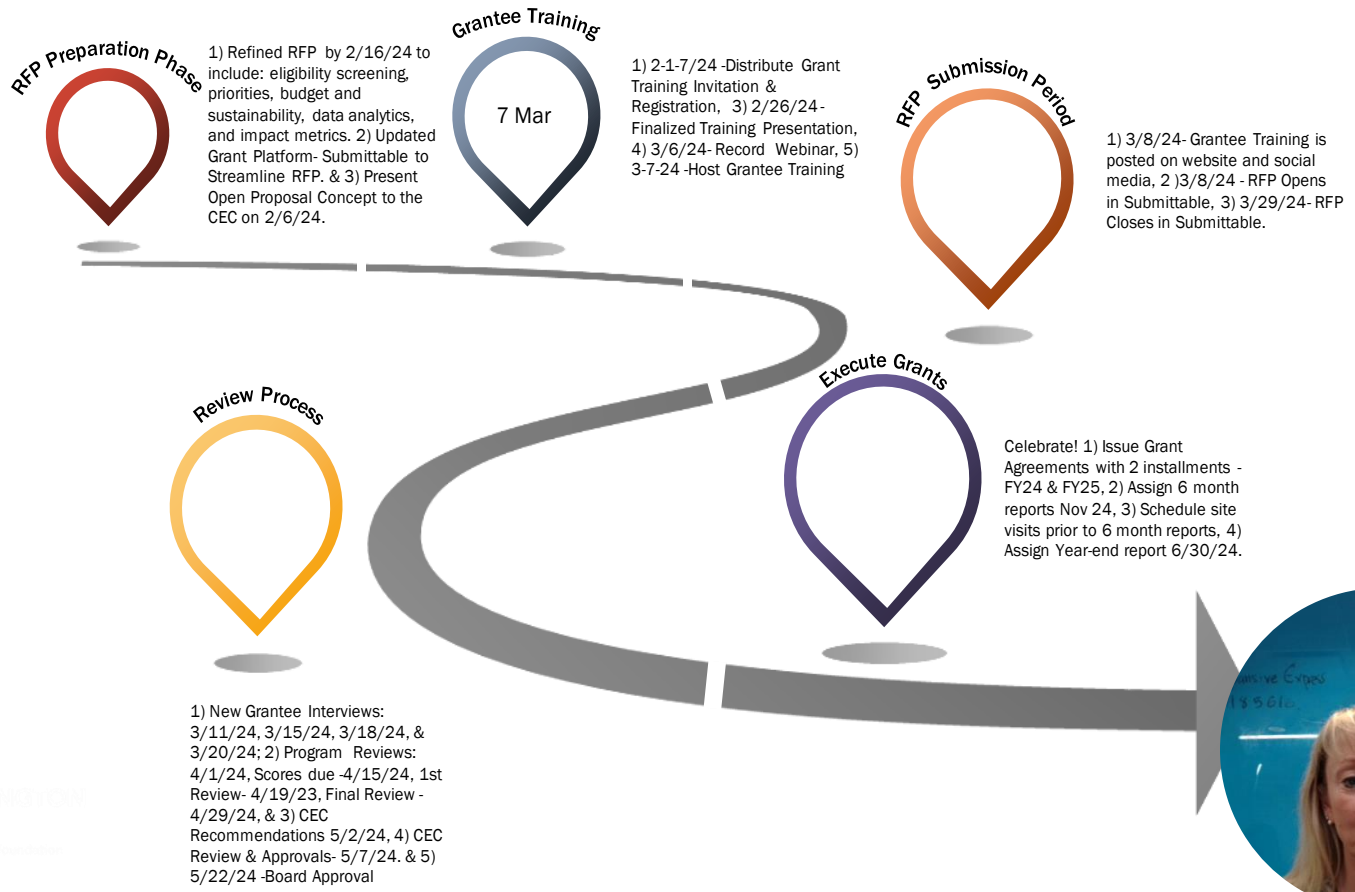
Innovative Solutions: Individual and group therapy sessions

Meeting Community Need: Supporting 20 older adults navigate the loss of loved ones

Grant Amount: \$25,000.00



Open RFP Proposal Timeline



RFP Process: Goals

Develop	Develop a system for evaluating similar proposals by priority areas for potential investments.
Capacity	Offer an opportunity to build nonprofit capacity around impact and sustainability.
Streamline	Streamline processes for organizational eligibility and mission alignment, grant application review, grant agreements, site visits, and reporting.
Build	Build capacity to measure impact and build coalitions amongst nonprofits by Ward and/or by our priority areas.
Create	Create a process for cultivating a 5-year grantmaking plan.



RFP Internal Review

Invest:

Are all Wards being served through TWH's collective grant investments?

Support:

Does the project align with TWH's mission, and priorities?

Systemic:

Are the approaches innovative & integrated creating systemic change?

Community Voice:

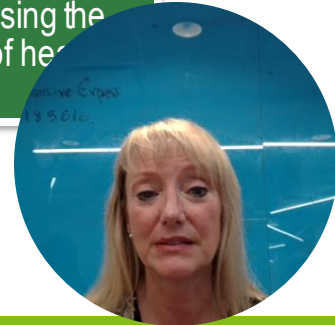
Does this project/program center community voice and build stronger communities for older adults?

Build:

Are pathways provided for building sustainable and/or scalable models?

Collaboration:

Are there partnerships in place to ensure older adults are served wholistically addressing the social determinants of health?



Request for Proposal Process

**Part I: Eligibility Form & New Grantee
Zoom Interviews**

Part II: Application



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THE RFP PROCESS



What You Need to Know



Required Documents:

1. List of Funders
2. List of Board of Directors
3. Organization Budget/Financial Statement
4. 501(c)(3) Letter
5. Current 990
6. Directors & Officers Insurance (Recommended) *Ne
7. Invoice (Sponsorships Only)



Grant Portal: Submittal Instructions

System Requirements

- No Safari
- Add to Safelist the “Submittable” Email Address

Registration Link

- Website
- TWH Social Media

Create an Account

- One Account
- Shared Inbox

Submittable Support

- Resource Center
- Customer Support



Grant Portal: Submittal Overview

System Requirements & Create Account



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Request for Proposal Invitation

Welcome! Before you apply...

System Requirements

- Use only supported browsers: Google Chrome, Firefox, and Safari. Internet Explorer is not supported.
- Safelist notification emails from Submittable. All updates regarding your grant application are communicated through Submittable.

Apply

- Create/Register a free Submittable account. Only one account per grant submission is allowed.
- Save a draft of your work and return at a later date to complete the application.
- Request to edit or withdraw your grant application once submitted.

Technical Questions?

Check out the [Submitter Resource Center](#) or contact [Submittable Customer Support](#).

We use Submittable to accept and review our submissions.

[Create Your Account](#) [Have An Account? Sign In](#)



Grant Portal: Submittal Overview

EIN Number



Find Your Organization



Request for Proposal Open Call
Ends on Fri, Mar 29, 2024 11:59 PM

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Welcome! Before you apply...

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- Use only supported browsers: Google Chrome, Firefox, and Safari. Internet Explorer is not supported.
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First, let's find your organization

All applicants must apply on behalf of a registered organization. [Learn more about organization registration requirements](#)

Organization EIN or UEI *

530196647

e.g. 12-3456789 for EIN or ABCDE1234567 for UEI.

[Search organizations](#)

First, let's find your organization

All applicants must apply on behalf of a registered organization. [Learn more about organization registration requirements](#)

Organization EIN or UEI *

530196647

e.g. 12-3456789 for EIN or ABCDE1234567 for UEI.

[Search organizations](#)

1 organization found for '530196647'

Select one to continue *

The Washington Home Inc
EIN: 53-0196647
Address: 1875 Connecticut Avenue NW, Suite 540, Washington, DC 20009, US

[Select and continue](#)

If you don't see your organization, [visit the Submittable help center to learn more about organization registration requirements](#)

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Grant Portal: Submittal Overview

Eligibility Questions



Invite Collaborators



Eligibility Form (Open Call)

1. Is your organization designated as a 501(c)3? *

- Yes
 No

2. Is your organization located in Washington, D.C.? *

- Yes
 No

3. Does the organization serve older adults aged 60+ or people who have a critical illness (cancer, heart disease, terminal illness, etc)? *

- Yes
 No

4. Is this your first time applying for a grant/sponsorship with The Washington Home? *

- Yes
 No

First Time Applicant Sign up link

All first time applicants are required to register for a virtual meeting with The Washington Home Staff. If you answered yes to questions 1-3, kindly click on the link [HERE](#) and register for a new Grantee Meeting.

5. Have you completed the Grant Information Session either in person or virtually? *

- Yes
 No

Grant Information Session Recording link

To view the Grant Information Session click [HERE](#).

Save Draft

Submit Form

Manage Collaborators



To complete your proposal, please answer all of the required questions and required attach documents. You are able to save a draft of this application to complete at a later time. We look forward to receiving your submission, thank you.

Invite Collaborators

Add the email addresses of individuals you'd like to collaborate with in real-time. They will receive a link and have access to the form until you complete your submission. As the owner, only you will be able to submit.

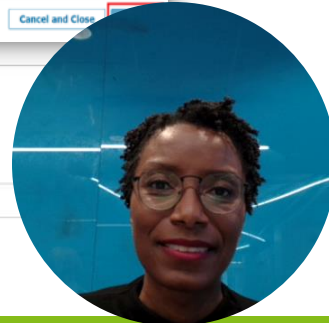
Add a collaborator email...

Name

Cancel and Close

Example: Nutrition Education

Organization Legal Name *



Grant Portal: Submittal Overview

New Grantee Sign-Up

Is the grant contact the same as the authorized official? *

- Yes
- No

Is this your first time applying for a grant/sponsorship with The Washington Home? *

- Yes
- No

First Time Applicant Sign up Link

All first time applicants are required to register for a virtual New Grantee Meeting with The Washington Home Staff. Sign up [HERE!](#) If you already signed up for a meeting slot during the eligibility questionnaire you do not need to sign up again.



Project Questions: The Solution

Solution & # Served



About Your Program/Project & Solution



1.1 What problem does this project or program address? Include: impacts on the target population (older adults, caregivers and/or the terminally ill), how many are affected and a brief history of the problem in the District of Columbia. *

B I U [List Icon] [Link Icon] [Image Icon] [Video Icon]

1.2 Through this project/program, how will the problem be addressed and what is the impact on our target population? *

The impact of your project looks at the overall outcomes produced. The outcomes can be measured in knowledge, behavior change, skills developed, etc. Impact is important to set goals, design, implement and evaluate a project. For example, through the project's intervention of the 13,500 food insecure older adults, 1,350 (10%) older adults will not experience food insecurity.

How many people (unduplicated) will this program/project serve across all 8 Wards? *

Select which DC Ward(s) will be served by the program/project and indicate how many people per Ward will be served. *

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8

Enter the number of people you plan to serve in Ward 1. If you select multiple Wards, the numbers should add up to the grand total served. *

Amount of budget allocated for Ward 1. If you select multiple wards, all numbers should add up to the total budget requested for the grant. *

\$ USD



THE RFP Goals

- Impact is more than a number that can be measured.
- What is the overall change you anticipate seeing because of this programming and investment?
- When the grant is completed, how will you know your work has been successful?
- Your goals are how you will measure for success and impact.

Project Questions

Goals



Goals

All goals should be **SMART**: (S) specific; (M) measurable; (A) attainable; (R) relevant; (T) time-based.

In each **Goal** area, please list the number (#) and percentage (%) to be served including the overall impact. Impact is the overarching result of the service/intervention provided.

Please include the number served along the percentage, see examples below.

Example #1:

Goal- #85/100 (85%) of Royal Village residents enrolled in the free dinner meals program will report an increase in access to dinner meals.

Goal- Royal Village Food Service will note a **#50/ 100 (50%)** reduction in the number of residents who miss dinner meals due to inability to pay for free dinner program.

Example #2:

Goal-To prevent caregiver burnout, **#75/100 (75%)** of caregivers will participate in 10 coping skills sessions to increase their understanding of their own needs.

Goal- Caring Hearts organization will report a **#60/100 (60%)** reduction in the number of caregivers who report feeling burnout because of the Prevention program.



THE RFP Goals



Project Questions: Impact

Goals



2.1 Define the goal(s) and fill in the number served for each goal. *

- Goal 1
- Goal 2
- Goal 3

What is Goal #1? *

B *I* U      

What is the total number of unduplicated people served in Goal #1? *



THE RFP PROCESS



Project Questions: Sustainability

Sustainability →



Sustainability

Sustainability means that a program/project has the necessary support in place to ensure that it will be able to continue to accomplish its goals beyond the grant award. Prospective grantees are encouraged to think about the short and long-term goals of a project/program and identify different strategies to keep the program functioning to accomplish its goals. There are different ways that a program/project can show sustainability. Some examples include collaborating with another organization doing the same work, developing greater capacity for reimbursement, attaining, and leveraging other donors and creating a fee for service model. This includes more than grant diversification.

'Leveraged Funds' can include billable reimbursements, aligned funding, in-kind partnerships, bond bills, or match funding to support the program that TWH may invest. Leveraged Funds should be listed out in the Budget Template with the submission of your application.

3.1 Leveraged Funds- select all that apply.

- Billable Reimbursements
- Bond Bills
- Fee for Service Model
- In-Kind Partnerships
- Matching Funding (from other donors)



THE RFP PROCESS



Project Questions: Sustainability

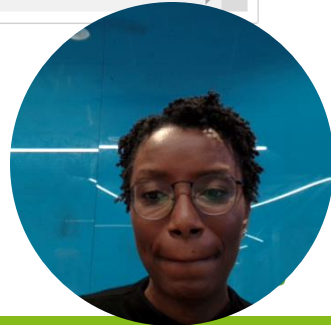
Sustainability →

3.2 Describe the sustainability plan and how you will scale the project/program moving forward and ensure continuation and the scalability beyond this grant? *

B I U    

3.3 What will happen to the program/project, if you do not secure the full amount of funding needed for sustainability? Be as specific as possible. *

B I U    



THE RFP PROCESS



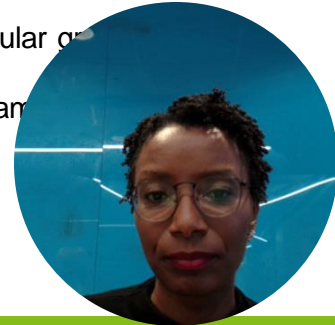
Project Questions: Budget

The foundation makes grants that:

- ✓ Start or grow well-conceived programs/organizations;
- ✓ Offer innovative solutions to improve the quality, accessibility and/or delivery of older adults and critical illnesses in Washington, D.C.;
- ✓ Replicate and scale successful programs and services from our own or other jurisdictions;
- ✓ Build organizational capacity to enhance sustainability and/or improve service delivery (e.g., commitment to diversity, equity, and inclusion); and
- ✓ Leverage resources, whether human or financial (e.g., revenue, partnerships, matching, or aligned funds).

The foundation does not:

- x Give to endowment funds;
- x Fund lobbying or political activities;
- x Make grants to individuals;
- x Fund programs that provide gift cards;
- x Provide funds to private foundations unless for a particular grant;
- x Replace government funding; or
- x Fund religious activities, although secular health programs at a religious institution, or its affiliate(s) may qualify.



THE RFP PROCESS



Project Questions: Narrative

Tips:

- Provide an explanation of the costs in each budget category. The descriptions in the narrative must match the items in the budget chart
- Describe which budget items will be covered by the grant or matching funds (e.g., cost-share or in-kind).
- Provide estimates and supporting justification of each proposed line item in the budget and describe programmatic relevance.
 - For example: “Personnel – Caregiver Support-Group Facilitator, \$840 (\$35/hr x 1hr per week x 24 weeks)”



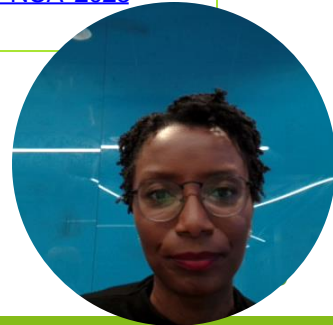
Budget & Sustainability

- ALICE: Represents earnings more than the Federal Poverty Level, but not enough to afford the basics where they live.
- Traditional economic measures underestimate the actual cost of basics. To better capture the reality of household costs in the District of Columbia, United For ALICE provides budgets that are tailored by county and household type.
 - These budgets include housing, childcare, food, transportation, health care, and technology (smartphone plan), plus taxes and a 10% miscellaneous category.
- The ALICE Household Survival Budget: The Household Survival Budget reflects the minimum cost to live and work in the modern economy.



TWH is committed to working towards supporting livable wages in the District of Columbia through our grant investments.

To learn more about what is considered a livable wage, please visit ALICE: Asset Limited, Income Constrained, Employed-District of Columbia - [United Way NCA 2023 ALICE Reports](#).



The Survival Budget – Expenses Differ by Household Type: 2021

Monthly Costs and Credits	Single Adult	One Adult, One Child	One Adult, One In Childcare	Two Adults	Two Adults Two Children	Two Adults, Two In Childcare	Single Senior	Two Seniors
Housing - Rent	\$1,833	\$1,794	\$1,794	\$1,794	\$2,025	\$2,025	\$1,833	\$1,794
Housing - Utilities	\$154	\$239	\$239	\$239	\$292	\$292	\$154	\$239
Childcare	\$0	\$241	\$643	\$0	\$482	\$1,694	\$0	\$0
Food	\$573	\$972	\$872	\$1,051	\$1,713	\$1,562	\$529	\$970
Transportation	\$166	\$332	\$166	\$332	\$663	\$332	\$166	\$332
Health Care	\$209	\$547	\$547	\$547	\$922	\$922	\$593	\$1,187
Technology	\$75	\$75	\$75	\$110	\$110	\$110	\$75	\$110
Miscellaneous	\$301	\$420	\$434	\$407	\$621	\$694	\$335	\$463
Tax Payments	\$629	\$864	\$903	\$726	\$1,335	\$1,556	\$725	\$1,162
Tax Credits	\$0	(\$409)	(\$724)	\$0	(\$818)	(\$1,459)	\$0	\$0
Monthly Total	\$3,940	\$5,075	\$4,949	\$5,206	\$7,345	\$7,728	\$4,410	\$6,257
ANNUAL TOTAL	\$47,280	\$60,900	\$59,388	\$62,472	\$88,140	\$92,736	\$52,920	\$75,084
Hourly Wage	\$23.64	\$30.45	\$29.69	\$31.24	\$44.07	\$46.37	\$26.46	\$37.54



The table on the left shows an itemized budget, along with monthly and annual totals and the hourly wage needed to support the budget for some of the most common household types.

In 2021, household costs in the District of Columbia were well above the Federal Poverty Level of **\$12,880 for a single adult and \$26,500** for a family of four.

***Minimum Wage: \$17.50 (\$35,700**
as of 7/1/24



Innovative Opportunities for Impact

- **Collaborations** to systemically meet the Food Security, Workforce, and Healthcare needs of older adults in every Ward
- Planning and **capacity building** grants to build scalable models for systems change
- Multi-year, **systemic investments** to build community coalitions to address comprehensively the needs of older adults
- Healthcare workforce **pipelines** – ranging from education/certification, training, and career at a self-sufficiency wage to enable support of older adults.



THANK YOU

The Washington Home

info@TheWashingtonHome.org

202.966.3720

TheWashingtonHome.org

1201 Connecticut Avenue NW, Suite 611
Washington, DC 20036

