

## Inova Health Equity Opportunities Priorities and Recommendations

Below you will find the priorities of the Health Equity Opportunities and recommendations for successful applications.

**The goal of the Inova Health Equity Opportunities is to fund a diverse set of proposals that collectively:**

- Reach all CHNA regions
- Serve communities with identified needs
- Cover all CHNA priority health issues
- Address most/all Social Drivers of Health

### **Proposal-specific priorities:**

- Impactful/Valuable - benefits to the community are real and significant
- Doable/Feasible - project is clearly feasible and realistic in the one-year grant period
- Cost-effective - budget is justified and realistic

### **Content recommendations:**

- Ensure adherence to all proposal requirements and **answer the questions concisely**, providing specific descriptions or evidence. Be sure a clear connection to the CHNA is made.
- Outline the need/gap addressed by the proposal and the **community to be served including demographics and the estimated number of individuals** likely to be impacted by the effort during the grant period.
- If your organization serve areas outside of the eligible zip codes, please explain in your project narrative how the funding will be used **solely for the eligible zip codes** identified.
- Describe and budget a **concrete/distinct project/initiative/effort** rather than requesting unspecified agency budget support or requesting funding for an existing funded project. Provide a clear and detailed budget justification.
- **Avoid duplicating efforts** already available in the community, including those provided by Inova. Consider reaching out regarding partnerships in those cases rather than submitting a proposal.
- Focus on **direct-service efforts**
  - Describe how any budgeted personnel will be directly involved in the work of the proposal
  - Avoid using the bulk of funds to pay another organization for the services proposed
  - Avoid using the bulk of funds to give cash/card resources directly to clients/community members
  - Avoid using the bulk of funds to pay for individuals to receive a one-time for-fee service that your organization or another organization provides (e.g. paying for registration fees for community members to attend an existing course or event).
  - Avoid using the funding to support political or lobbying activities



### **Process recommendations:**

- Do not exceed the **page maximums** for the organization background (1 page) and project narrative (2 pages). Content beyond the page maximum will not be reviewed.
- Different organizations define projects and programs differently. We are looking for a budget and justification that match the scope of the proposed work and provide details of how the funding would be spent on that effort.
- Please note that the W9 you submit for your organization must have been **signed this year - 2024**.
- 2024 Inova Health Equity Opportunities recipients will be issued payment via check to the address listed on the 2024-signed W-9. Please ensure the **correct mailing address** is listed on your W-9.
- Upon submission, **a copy of the application will be emailed** directly to the primary application contact. If the primary application contact does not receive an email with the submission information, please reach out to the signing official that was listed on the application to see if they received a copy. If they did not receive a copy either, please reach out to [healthequityopps@inova.org](mailto:healthequityopps@inova.org) to confirm receipt.
- To increase engagement and partnership with Inova and other community organizations, join the **Unite Us/Unite Virginia referral platform**: <https://uniteus.com/networks/virginia/>
- To be more involved with Inova's and our community partners' health equity efforts, join our **Health Equity Community Action Committee** in your region by contacting: [leigh.guarinello@inova.org](mailto:leigh.guarinello@inova.org)