



2024 Request for Proposal

Hometown Fund

Application deadline: April 26, 2024, 5:00 p.m. EDT

INTRODUCTION

CVS Health is committed to supporting the communities where we live and work, especially in our home states of Connecticut, Rhode Island, and Massachusetts. For more than 60 years, CVS Health has called this region home, focusing on improving the health and well-being of its residents. From opening our first store in Lowell, MA, in 1963, to our growth as a leading health solutions company, our commitment to the community has been steadfast.

Through the Hometown Fund, our CVS Health Foundation will provide \$2 million in general operating support grants to nonprofit organizations in our home states. Now in its third year, the Hometown Fund allows us to join forces with nonprofit organizations delivering vital services to our neighbors, particularly those in historically marginalized communities. As part of our commitment to advancing health equity and addressing health disparities, we support organizations who share our vision that all community members should have a fair and just opportunity to attain their highest level of health.

ELIGIBILITY CRITERIA

Through this initiative, the Foundation intends to fund registered 501(c)(3) organizations in the following geographies:

- **Connecticut:** Towns and cities within a *20-mile radius of the city of Hartford*
- **Rhode Island:** All towns and cities
- **Massachusetts:** Towns and cities in Bristol, Norfolk, and Worcester counties

Organizations outside the geographic parameters specified above cannot apply for funding.

Organizations with annual operating budgets over \$15M are not eligible to apply.

Organizations that received a 2023 Hometown Fund grant are not eligible to apply.

AWARD STRUCTURE

Consistent with the Foundation's practice of trust-based philanthropy, funding from this program is unrestricted and can be applied toward a nonprofit's general operating expenses. Selected applicants will receive a 12-month, \$50,000 grant award. This award will be disbursed in a lump-sum payment.

PROGRAM PRIORITIES

The Foundation's programmatic priorities reflect the company's commitment to **heart, mental, and women's health**. We want to support nonprofits that use a health equity lens to address these priority areas through clinical or non-clinical programs. We also invest in organizations that seek to **build a more diverse healthcare workforce**.

We realize that when people’s health-related social needs are met, their health outcomes can improve significantly. We will consider applications from organizations addressing needs for **affordable, stable housing and/or nutritious food**.

Our grantees’ work is important to us, and so is *how* they do this work. To this end, we seek to invest in organizations whose leadership and governance reflect the diversity of the communities they serve, and those that make it a regular practice to solicit and act upon input from community members.

APPLICATION PROCESS

To be considered for an award, applicants must submit a completed application no later than **5:00 pm ET on Friday, April 26, 2024**. In writing and through video-recorded responses, applicants will provide detailed information about their organization, how they address the Foundation’s programmatic priorities, their commitment to health equity, and their growth opportunities. Applicants can begin their application process [here](#).

An organization may only submit one application. Organizations that submit multiple applications will have all their applications automatically disqualified.

APPLICATION CONTENT

Applicants will be asked to provide written and video-recorded responses to questions in the categories listed below. We are not interested in highly produced video recordings that the organization may have previously developed for marketing or communications purposes. We will consider only responses recorded to answer the questions on this application.

1. **About Us** – Organizations will provide details about their history, leadership and governance structure, and values guiding their work. They will also introduce their community to us, describing the community’s strengths and their unique challenges.
2. **Programmatic Priorities** – This section will capture information about how organizations specifically address heart health, mental health, women’s health, diversification of the healthcare workforce, or ensuring all individuals have access to affordable, stable housing and/or nutritious food. Applicants will describe how their activities and programs address these priority topics.
3. **Commitment to Health Equity** – Applicants will explain what equitable health outcomes mean for their community. They will also describe how input from community members with diverse identities and lived experiences shapes their operations and programs.
4. **Opportunities for Growth** – Applicants will help the Foundation understand their organization’s growing edges, any particular challenges it faces, and how a general operating support grant can be particularly impactful.

TIMELINE

March 18, 2024 – RFP opens. Nonprofit organizations are invited to assess their eligibility for funding under this program. This self-assessment is accessible at the start of the application process.

April 26, 2024 – Application Deadline. To be considered for funding, an applicant must submit a completed application no later than 5:00 pm EST.

June 7, 2024 – Notification of Award Decisions. All applicants will receive an email that notifies them of decisions related to their funding applications. Upon being notified, applicants selected to receive funding will begin working with the Foundation’s program team to complete administrative requirements pertaining to their lump-sum disbursement.

Mid- to late July, 2024 – Awards Receptions at Hartford, CT, and Woonsocket, RI, offices of CVS Health. Grantees will be invited to attend a reception at our Hartford, CT, or Woonsocket, RI, offices. As part of this event, the Foundation will provide opportunities for each organization to highlight volunteer opportunities available to CVS Health employees.

FREQUENTLY ASKED QUESTIONS

We have compiled a set of Frequently Asked Questions for prospective applicants’ reference. If your question is not answered below, you may email us at cvshealthfoundation@cvshealth.com. We will provide a response within 1-2 business days.

1. My organization doesn’t address the Hometown Fund’s priority areas directly. Should we still apply?

We encourage all applicants to complete the Hometown Fund Eligibility Self-Assessment. This tool will guide you through the Foundation’s key considerations for a competitive grant application.

2. If my organization currently has an active grant from the CVS Health Foundation, can it still apply?

Yes, grantees with **active, non-Hometown Fund** grants may apply. The 2024 Hometown Fund award announcement is scheduled to occur on June 7, approximately five months earlier than the 2023 awards. From now on, we will maintain this earlier award cycle.

Because 2023 grantees received their awards less than five months before the opening of the 2024 program cycle, we are applying this eligibility consideration in 2024 to expand the reach of our funding. Suppose your organization received a 2023 Hometown Fund award. In that case, it is not eligible to apply in this grant cycle, but it will be eligible to apply in 2025 and future years as we institute the new timeline.

3. Why do you ask for video-recorded responses as well as written ones?

We prefer not to rely solely on written responses, as this may create an unfair advantage for applicants who can enlist the paid services of a grant writer. Furthermore, we believe applicants should have multiple mechanisms for representing their organization's strengths.

4. What reporting requirements are associated with a Hometown Fund award?

We will ask for a brief report at the end of the grant term to minimize the administrative burden on our grantees. This report will include photos of grantees in action and qualitative data that describes their organization's impact on the community. In the spirit of continuous improvement, we may also ask organizations to give us feedback on their experience interacting with the CVS Health Foundation through brief online surveys.

5. Can you review my application before the deadline to let me know if I am on the right track?

In fairness to all applicants, and considering the hundreds of submitted applications, our program staff cannot review and give feedback on applications in progress.

6. How will applicants know the criteria that the CVS Health Foundation will use to review and score Hometown Fund applications?

To promote transparency, the grant application portal will include a detailed rubric of how Foundation staff will review and score Hometown Fund applications.

7. Will you provide feedback on a declined application?

Yes. If you want feedback on a declined application, please email us at cvshealthfoundation@cvshealth.com.