



Texas Equitable Vaccine Uptake Fund Round 2 Guidelines – Open Application

Updated 7/15/2021

Late applications will not be accepted.

Applications will be considered on a rolling basis and we encourage early submissions.

Please note applications may be shared with other public/private funders by their request and they may contact applicants should other resources become available to offer nonprofit partners.

Deadline to Submit: August 6 at 5:00 PM

Fund Purpose

The purpose of the **Your Shot Texas: Texas Equitable Vaccine Uptake Fund** (the Fund) is to address COVID-19 vaccine hesitancy and barriers to vaccine access among vulnerable and historically marginalized populations, including people of color and under-resourced rural and urban communities. The goal of the fund is to use philanthropic dollars to reach the communities and persons who are often hard to reach, have challenges accessing services, and are at higher risk of experiencing negative outcomes from COVID-19 across the State of Texas. The Fund will provide grant dollars to community-facing groups with existing relationships to the focus populations. Funds will be deployed rapidly as well as through a data informed approach that aims to accelerate vaccine uptake in historically marginalized communities throughout Texas and where COVID-19 has had the greatest negative impact.

Fund Guiding Values

The values defined for the Fund and collaborative effort include:

- **Equity** – Focus resources on marginalized and hard to reach communities (race, income, language, status, age).
- **Transparency** – Provide a process that is easy to understand and shares information.
- **Proximity** – Offer support as close to the people the fund aims to serve as possible.
- **Regional** – Understand and integrate the funding restrictions of various participants as well as the varied solutions needed around the state.
- **Urgency** – Move with expediency because of lives at stake and the timeframe to achieve vaccination goals.
- **Importance** – Prioritize these funding efforts in attention, support, and as valuable elements of addressing the pandemic.

- **Shared Values** – Achieve a shared understanding of priorities, philosophies, and values among participating funders and decision makers.
- **Risk Tolerance** – Articulate the risk tolerance of the group after achieving a consensus on level of acceptable risk in grant making.
- **Trust** – Understand that some of the necessary investments may be difficult to evaluate, trust the decision makers to make the best possible decisions; trust the community partners to deliver the best possible results.
- **Data-Informed** – Use the best data available to inform grantmaking strategy and priority communities.

Geography

The service area is the State of Texas. Several communities throughout the state have already deployed a focused approach for their community, so The Fund will coordinate efforts with those funds to prevent duplication and strive for equitable funding around the state. For Round 2, the Fund support grants across all counties in Texas.

Please note, the Fund must also respect geographic restrictions of donors/funders. For this reason, funding will vary by county, but will strive for geographic diversity and reaching underserved counties.

We encourage applicants to review [this map](#) to understand vaccination rates by zip code across Texas. The Governing Committee may consider priority counties and will make those clear in final Round 2 guidelines.

Service Areas

Increase Vaccine Confidence

The Fund will support efforts to connect with vulnerable populations by providing accurate information and addressing issues that result in an increase in vaccine confidence and the likelihood to become vaccinated. Efforts supported may include door-to-door canvassing, outreach through community gathering places (e.g., churches, community centers) and trusted messengers, and targeted use of social media, focus groups, phone and texting campaigns, among other strategies proposed by partners.

Strategies to increase vaccine confidence may include an array of efforts to address multiple reasons for hesitancy including but not limited to: general awareness, vaccine safety, fear of vaccine side effects, perceived inconvenience/complexity in accessing the vaccine, lack of trust in vaccine providers and/or government, disbelief in vaccine effectiveness, lack of concern about COVID-19 virus, lack of [social proof](#) within specific sub-populations/communities, and/or political motivations.

The Fund is interested in testing methods and scaling effective efforts across a diverse set of vulnerable populations. However, due to limited funding, the Fund will prioritize populations most likely to be persuaded to become vaccinated in the near-term based on the latest research and the promise of methods proposed by applying partners.

Increase Vaccine Access

The Fund will support partners conducting outreach and facilitating or supporting vaccine distribution, in partnership with qualified vaccine providers, to increase vaccination rates among underserved/historically marginalized communities. Efforts supported may include vaccine appointment scheduling and follow up to

ensure second dosages; mobile distribution sites/methods; transportation to vaccination centers through coordinated transportation or buses, public transportation tokens, rideshare gift cards, etc.; and administrative expenses related to distribution of paper materials, purchase of incentives/gifts, basic PPE supplies, etc.

Note:

For grants focused on increasing vaccine confidence and/or access, the Fund will support creative strategies that reach the vulnerable populations identified in following section, including “last mile” efforts that use creative ways to help people become vaccinated. Given the significant resources for broad vaccine distribution, the Fund will focus on complementing those efforts through innovative and/or evidence-based strategies to reach vulnerable populations.

The Fund will not support:

- **Research:** While the Fund highly values data and evidence-informed strategies, the Fund is focused on the application and implementation of existing and emerging research.
- **Health care providers (including charitable clinics):** Given the large investment from federal government in supporting health care providers directly, the Fund is focused on providing resources to partners of vaccine and healthcare providers but will not fund vaccine/healthcare providers directly. However, we are open to exceptions on case-by-case basis for charitable 501c3 clinics in areas that have zero/very few nonprofit partners to be lead applicants and where vaccination rates are low (below 30%) and social vulnerability high. To request an exception, email txvaccinefund@ghcf.org.
- **Mass media/communication campaigns:** The Fund believes highly targeted communication and outreach strategies by trusted messengers are most needed to complement existing broad vaccination campaigns.

Fund Population Priorities

Funding priorities will be informed by a needs assessment that examines vaccination rates coupled with demographics and social vulnerability risks of communities throughout the state. The fund intends to provide grant dollars to community-based and grassroots organizations with existing relationships with one or more of the following communities:

- Low-income individuals and families (*i.e.*, [80% of Area Median Income or less for your county](#))
- People of Color (*e.g.*, Black, Latino/Hispanic, Indigenous, Asian-American Pacific Islander, etc.)
- Older adults (65 years or older)
- Foreign-born populations, including legal permanent residents, naturalized citizens, refugees, undocumented and mixed status households
- Socially vulnerable counties/communities/neighborhoods (see [SVI by county map](#) and [SVI by census tract map](#) for your selected county)

Other highly vulnerable populations including (listed in alphabetical order):

- Foster youth aging-out of foster care and dual-status youth (foster care and juvenile justice system)
- Highly mobile people such as transient workers or people who do not live in traditional housing
- Human trafficking survivors
- Individuals/families experiencing homelessness

- Lesbian, gay, bisexual, transgender and queer (LGBTQ) and/or gender non-conforming (GNC) individuals
- Limited English proficient population
- Medically uninsured population
- People lacking access to reliable transportation
- People with mental and/or physical disabilities
- People with special medical needs (*e.g.*, immunocompromised)
- Veterans

Grantee Requirements and Funding Criteria

All Potential Grantees

All potential grantees must demonstrate the following for a grant from the Your Shot Texas Fund.

- Grantees must have **existing capacity and/or be well positioned to ramp up quickly** for the service area selected. See Funding Details below to understand grant ranges and time periods.
- Grantees must have **existing connections to the target communities**, with trusting relationships that can be leveraged for vaccine uptake efforts;
- Grantees must possess the capacity and/or be well positioned to ramp up quickly to do **proactive outreach**, including to populations that are unlikely to be reached through other public sector aid efforts and strategies and/or have limited English proficiency.
- Grantees must agree to **serve residents of Texas** and **prioritize vulnerable populations**. See *Fund Population Priorities* above.
- Grantees must be **flexible and adaptive**, with a focus on creating **low-barrier methods to access** assistance and learning to improve as time goes on; and
- Grantees must propose **clear outcomes** associated with their grant, assuming a **6-month grant period** at most, with **at least one compelling outcome on vaccination completion**.

Funding Details and Requirements

Based on lessons from grant making for 2020 Census Complete Count initiatives, the Fund anticipates offering a wide range of grant award sizes of up to \$50,000 in Round 2 to individual nonprofit partners. The Fund is also interested in how collaboratives might leverage resources and strengths to have greater impact (i.e. serve more people) than nonprofit partners working independently. For this reason, the Fund invites collaborative grant applications, with one lead nonprofit applicant, to apply for grant awards of up to \$150,000 for 3 or more partners. The Fund will remain responsive to the local needs and strategies of groups carrying out the work at the grassroots level.

No one organization will receive a majority of the funding available; grant amounts will be based on capacity, county service reach, and reach within the most socially vulnerable communities as outlined in the above section: *Fund Population Priorities*.

The Fund has established a 10% maximum on [management & general expenses](#) (e.g. leadership costs, office management, governance, legal, accounting, other broader costs - also known as administrative costs or

overhead) and we will look for maximum direct assistance to recipients as possible and seek to understand leveraging resources (i.e. funding and partnerships).

Please note: Round 2 is an open application process. We anticipate receiving more applications than funding is available to support.

Other Funding Criteria

To receive funds from the Your Shot Texas Fund, an organization is:

- a public charity described in Section 501(c)(3), or is an organization with a 501(c)(3) fiscal sponsor, governmental or quasi-governmental entities;
- currently operational to provide services that address the ongoing needs of COVID-19;
- able to operationalize and quickly activate proposed use of funds in a timely manner;
- prepared to leverage funds and resources, including public assistance, to maximize use of private resources;
- capable of providing specific financial and output data to fulfill grant reporting requirements;
- equipped with an organized accounting system and can produce monthly financial statements;
- non-discriminatory in the provision of services on the basis of race, color, religion, creed, age, sex, sexual orientation or gender identity, national origin or ancestry, immigration status, marital status, veteran status, or status as a qualified disabled or handicapped individual; and
- commits that services are not be conditional on clients participating in religious activities and/or in-depth education/counseling services (e.g., financial/housing counseling).

Reporting and Webinar Requirements

As you consider outputs and outcomes to propose in your Round 2 application, we encourage you to link to resources that speak to promising/effective strategies to increase vaccine uptake by addressing hesitancy and/or access barriers. As you consider ways to measure outcomes, we offer this CDC resource: [Vaccine Confidence Survey Question Bank](#).

For Round 2 grantees, minimum data requirements for each individual served are:

- Vaccine completion - the number of individuals served that received the required doses of the vaccine to be fully vaccinated*
- The individual's zip code of residence within Texas
- At least 1 story of impact

Other information such as race/ethnicity, age, Area Median Income, and potential vulnerable population status (i.e. human trafficking survivor, disabled/differently abled, LGBTQ and/or GNC, etc.) are encouraged to report if data is available but are not required. Click [here](#) for a sample report.

Round 2 Applicant Webinar (optional): Held July 7, 1-2pm CST via Zoom – [See the recording of the webinar](#) and [Round 2 Applicant FAQs](#).

Round 2 Reporting Webinar (required for grant recipients): Time will be communicated upon grant award.

As you consider outcomes to propose in your Round 2 application, we encourage you to link to resources that speak to promising/effective strategies to increase vaccine uptake by addressing hesitancy and/or access

barriers. As you consider ways to measure outcomes, we offer this CDC resource: [Vaccine Confidence Survey Question Bank](#) (see pages 14-20 for relevant banks of questions to select from).

Questions

Please direct all questions to txvaccinefund@ghcf.org. We welcome questions that seek to clarify information about the application and grant making process, in addition to feedback or input to inform the Governing Committee's grant making approach.

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