

**Request for Proposals  
COVID-19 Mitigation Initiative  
United Way of Greater Newark**



United Way of Greater Newark

For more than 95 years, United Way of Greater Newark (UWGN) has engaged communities within our 13-municipality footprint in creating community based and community led solutions that strengthens the cornerstones for a good quality of life: health, education and financial stability. The mission of UWGN is to disrupt the cycle of poverty by convening collaborating and investing in strategies to improve outcome for children and families. United Way of Greater Newark's vision is to empower residents in our 13 municipalities to create healthier lifestyles with access to quality education and opportunity for economic advancement through our leadership and partnerships.

COVID-19 Vaccine Equity in Orange, East Orange, and Irvington

Approximately 10 million vaccinations have been distributed in the state of New Jersey with about 5 million people being fully vaccinated. However, equitable vaccination distribution has proven to be a challenge around the country, within the state, and especially within Essex County. East Orange accounts for only 4% of Essex County's fully vaccinated despite making up 8% of its population and the city of Irvington accounts for 3% of fully vaccinated while making up about 7% of its population. Furthermore, only 61%, 52% and 51% of the population 18 and over have received the first dose of the vaccination across Orange, East Orange, Irvington respectively, despite the state meeting its 70% goal.

Proposed Strategy

UWGN has partnered with Greater Newark Health Care Coalition, one of four not-for-profit regional hubs in New Jersey working to improve patient care and outcomes, to create an equitable vaccine project that seeks to increase vaccine confidence, vaccine access, and reduce the rate of vaccine disparities across Orange, East Orange, and Irvington. This strategy includes increasing vaccination trust and rates among the residents of Orange, East Orange and Irvington through popular education, community support, culturally appropriate messaging, and vaccine distribution.

To that end, UWGN is seeking proposals from Orange, East Orange and Irvington based 501(c)3 organizations to:

- o Conduct outreach and education to residents in Orange, East Orange, and Irvington;
- o Distribute materials about the vaccine;
- o Assist residents in scheduling vaccine appointments; and
- o Host a regular mobile vaccine site (with an identified clinical partner) for a specific period.

***Successful proposals will contain the following:***

**Background**

1). History/Background of organization and primary population served (i.e., geographic area, demographics, etc.)

**Strategy**

- 2). Please provide a narrative and project plan on how your organization will:
  - o Increase vaccine confidence (using marketing materials provided by UWGN)
  - o Refer residents to a vaccine site or event
  - o Assist with access vaccine transportation, childcare, mobile vaccine site/event facilitated sign up

*or*

  - o Provide frequency of vaccinations (Schedule, days of the week, how often?)
  - o List of partners (including clinical, who will provide the vaccine?)

**Expected Outcomes and Evaluation**

- 3). Please describe the following and provide a timeframe and how you will measure the following:
  - o How many residents will be impacted by your outreach efforts?
  - o How many residents will be referred to a vaccine site/event?
  - o How many residents will receive assistance to access a vaccine site?
  - o How many residents vaccinated at your site?

**Budget**

4). Please provide a project budget for your project plan.

**Timeline**

August 13 <sup>th</sup> , 2021	Applications due
August 16 <sup>th</sup> – August 27 <sup>th</sup> , 2021	Review period
September 1 <sup>st</sup> , 2021	Applicants notified

**PLEASE NOTE:**

- o Organizations applying to conduct a mobile distribution sites may apply for grants up to \$25,000 over a 6-month funding period.
- o Organizations applying to conduct outreach and education may apply for grants up to \$10,000 over a 6-month funding period.

**All proposals are due Friday, August 13<sup>th</sup>, 2021, at 5:00 PM EST.**

Organizations must apply through the UWGN Grant Portal here:  
<https://www.grantinterface.com/Home/Logon?urlkey=uwn>

A technical assistance session for applicants will be held on Wednesday, July 28<sup>th</sup> at 10:00 AM EST. To join this session please visit the link below. If you have any questions please email Executive Assistant Hana Greene at: [hgreene@uwnewark.org](mailto:hgreene@uwnewark.org).

TA Session: <https://us02web.zoom.us/j/89651219970?pwd=N0VHVGozc2NkOHcwdS9LZXAxMktCdz09>