

## Vaccine Education and Accessibility

### RFA Funding Details

#### Two Opportunities to Apply:

1. First round of grant applications **due February 1<sup>st</sup>** (Funding period is February 15- July 30)
2. Second round of grant applications **due February 25<sup>th</sup>** (Funding period is March 15- August 30)

#### Funding Opportunity:

UJA-Federation seeks to support the safety of all New Yorkers by increasing accessibility to the COVID-19 vaccine and combatting COVID-19 vaccine hesitancy and the lack of education in target communities.

This grant opportunity will support community-based organizations that work directly in neighborhoods or with populations with anticipated heightened levels of vaccine hesitancy and/or challenges around vaccine access. We will prioritize organizations that work with vulnerable populations including older adults and communities that have experienced high rates of COVID infection and/or have historically low levels of vaccination rates. This opportunity is for organizations that have not received government funding for vaccine education and outreach.

#### Details:

We are looking to fund organizations to: (1) educate their communities about the safety and importance of the vaccine; and (2) help community members access the vaccine. We are interested in a range of activities that will enable community-based organizations to increase their community's acceptance of public health measures and the vaccine. As such, the Committee will consider proposals between \$5,000 to \$7,500 that incorporate vaccine education/awareness activities as well as efforts to increase accessibility to available vaccines.

We also encourage local, neighboring organizations to consider collaborating and applying together. A coalition of organizations in a neighborhood can serve to amplify the message and reach more individuals.

Key activities include:

**(1) Conduct education efforts about the safety and importance of the vaccine.** Community engagement and education efforts can include, but are not limited to, hosting virtual town halls and convenings of community members. Partnerships with local synagogues, day schools, and institutions are strongly encouraged. Organizations are also invited to think of other creative strategies to reach their constituents.

**(2) Help community members access the vaccine.**

We expect community members to have questions about how to access the vaccine. Organizations can consider strategies to support community members who have questions about such access. (Organizations should be clear in their communications that it is not their role to answer medical questions). Organizations might consider launching volunteer teams of community members who are willing to assist community members, particular seniors, with both signing up and traveling to the vaccine site. Funded organizations will be expected to train their volunteers to answer common questions about accessing the vaccine. Where applicable, volunteers should be linguistically and culturally competent in the communities they will be serving through this program.

As part of this funding opportunity, UJA will convene agencies remotely for various learning opportunities to learn about the vaccine and develop best practices for community engagement. UJA is open to funding part-

time staff to manage vaccine education efforts. Any materials required for outreach and education, including marketing materials, and community events can be included in your budget.

All activities proposed and undertaken by a participating Organization must be in full compliance with all applicable governmental regulations.

### **Timeline:**

Given the phased vaccine timeline, this grant opportunity will be available in phases as well. Organizations can choose one of two timelines- one with a funding period of February 15<sup>th</sup> - July 30<sup>th</sup> (applications due on February 1<sup>st</sup>) and the other from March 15<sup>th</sup> - August 30<sup>th</sup> (applications due on February 25<sup>th</sup>).

Note that there will be two zoom briefings to answer questions about the RFA:

1) Thursday, January 21<sup>st</sup> at 1:00PM

2) Wednesday, February 10<sup>th</sup> at 1:00PM

If you are interested, please email [levy-wellerk@UJAFEDNY.ORG](mailto:levy-wellerk@UJAFEDNY.ORG) and indicate which briefing you intend to join.

If you have any questions about the RFA, please do not hesitate to contact Rina Cohen, Planning Executive, Caring & Network Departments via email at [cohenr@ujafedny.org](mailto:cohenr@ujafedny.org).

### **Application Guidelines**

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Non-profit organizations are invited to please email a one-page application to Rina Cohen [cohenr@ujafedny.org](mailto:cohenr@ujafedny.org) by either February 1<sup>st</sup> (for the first round) or February 25<sup>th</sup> (for the second, and final round). The application should please answer the following key questions:

1. Tell us about your organization, the community you serve, and any challenges that exist around vaccine access and/or heightened levels of reticence.
2. How do you plan to address these challenges?
3. Why are you uniquely positioned to do this work?
4. Please also include a simple budget which outlines your funding request (between \$5,000- \$7,500) and how you intend to use those funds.

In considering applications submitted for this RFA, UJA-Federation, in its sole discretion, may accept or reject applications, and determine the acceptability of applications of any applicant. No warranty or representation is made by UJA-Federation that an application conforming to the requirements set forth will be selected for consideration, negotiation, or approval. UJA- Federation shall have no obligation or liability with respect to the selection and award process contemplated hereunder. All costs incurred by an applicant in preparing and responding to this RFA are the sole responsibility of the applicant. Any recipient of this RFA who responds hereto fully acknowledges all the provisions of this disclosure and disclaimer and agrees to be bound by the terms hereof. Any proposal submitted pursuant to this RFA is at the sole risk and responsibility of the party submitting such proposal. This RFA is made subject to correction or errors, omissions, or withdrawal without notice.