



Request for Proposals

Increasing Access to Water, Sanitation and Hygiene (WASH) in the United States

Date Issued: Monday, October 31, 2022

Submission Due Date: Monday, December 19, 2022, at 5:00 ET

CDC FOUNDATION OVERVIEW

The CDC Foundation helps the Centers for Disease Control and Prevention (CDC) save and improve lives by unleashing the power of collaboration between CDC, philanthropies, corporations, organizations, and individuals to protect the health, safety, and security of America and the world. The CDC Foundation is the go-to nonprofit authorized by Congress to mobilize philanthropic partners and private-sector resources to support CDC's critical health protection mission. Since 1995, the CDC Foundation has raised over \$1.2 billion and launched more than 1,200 programs impacting a variety of health threats from chronic disease conditions including cardiovascular disease and cancer, to infectious diseases like rotavirus and HIV, to emergency responses, including COVID-19 and Ebola. The CDC Foundation managed hundreds of programs in the United States and in more than 140 countries last year.

CDC FOUNDATION CONTACT

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Table of Contents

1. SUMMARY OF FUNDING OPPORTUNITY	3
2. BACKGROUND AND NEED	3
3. OUTCOMES, ACTIVITIES, DELIVERABLES AND INDICATORS	4
3.1 Outcomes	4
3.2 Activities, Deliverables and Indicators	4
4. FUNDING INFORMATION	5
5. ELIGIBILITY INFORMATION	6
6. APPLICATION INFORMATION AND TIMELINE	7
6.1 Submission of Proposals	7
6.2 Contents of Proposal - Organization Information	7
6.3 Contents of Proposal - Required Attachments	8
Project Plan	8
Budget and Budget Narrative	8
6.4 Anticipated Timeline	9
7. SELECTION PROCESS AND REVIEW CRITERIA	9
7.1 Evaluation of Project Plan	9
7.2 Evaluation of Budget/Budget Narrative	10
8. COMMUNICATION DURING RFP PERIOD	10
RFP ATTACHMENTS	10
Attachment A: Project Plan Template (Word Document)	10
Attachment B: Budget Narrative Template (Word Document)	10
Attachment C: Budget Template (Excel sheet)	10

1. SUMMARY OF FUNDING OPPORTUNITY

The CDC Foundation believes that community-based organizations (CBOs) are essential partners in the public health system and integral to ensuring meaningful impact on health outcomes. CBOs are a trusted resource within communities to improve economic, social, physical, and emotional wellbeing. CBOs, especially those led by people from racial and ethnicity minority groups with lived experience and an understanding of the communities in which they work, are vital to building local capacity, fostering collaboration, and creating feelings of ownership. Supporting these organizations also contributes to the development of local leaders and leaders of racial and ethnic minority groups who are better positioned to navigate through complex decision-making affecting their communities.

The CDC Foundation seeks to support CBO efforts to improve WASH conditions and/or awareness of poor WASH conditions in their respective communities. CBOs should be based in one of the priority geographic areas listed below and/or be able to clearly demonstrate poor WASH conditions within the community in which they work.

Awardees of this funding opportunity will participate in a larger learning community, which provides access to group learning opportunities, peer sharing sessions, materials, and relationship building. The learning community will be made up of a diverse group of community-based organizations working to address WASH challenges in their respective communities. Awardees will also have the opportunity and be encouraged to share lessons learned, success stories, expertise, materials, and solutions through their participation in the learning community.

2. BACKGROUND AND NEED

An estimated two million Americans throughout the country still face significant challenges in gaining and maintaining access to essential water and wastewater services, posing a major public health threat.

Challenges to household systems include lack of basic indoor plumbing, unsanitary on-site wastewater disposal, contaminated and at-risk private wells, and community system challenges including contaminated or depleted water supplies and customers struggling to pay for services.

These domestic water, sanitation, and hygiene (WASH) challenges are not spread uniformly throughout the country, but rather, are concentrated in pockets throughout the country due to historical and ongoing marginalization and disenfranchisement. Broadly speaking, these challenges are concentrated according to geography and community demographic factors as outlined below.

1. Geography:
 - a. Recent research indicates that there are six areas in the United States that are most affected by limited access to water: **California**, because of drought and contamination from chemicals in farm run-off water; **the Navajo Nation** in the four corners where Utah, Arizona, New Mexico and Colorado meet; the **Texas colonias** (low-income, unincorporated residential areas with informal,

substandard housing) along the border with Mexico; the **rural South**, particularly Black communities in Mississippi and Alabama; **Appalachia**; and **Puerto Rico**.¹

2. Community Demographics:

- a. Research indicates that, within the United States, race is the strongest predictor of water and sanitation access, with **Black and Indigenous communities** much more likely to experience poor water and sanitation. Other key factors associated with poor water and sanitation are communities with a high proportion of people with **lower-incomes or Hispanic or Latino persons**, and **rural communities**.

3. OUTCOMES, ACTIVITIES, DELIVERABLES AND INDICATORS

3.1 Outcomes

Funded partners will be working towards the following overall project goals:

- Increased awareness of WASH challenges and related illnesses, particularly among local governments/municipalities and marginalized populations, within affected communities.
- Increased access to safe water and wastewater services which will in turn reduce the burden of diseases that results from poor water and wastewater service in marginalized communities.
- Expanded capacity of CBOs to address WASH challenges in their respective communities.
- Strengthened relationships between health department, private sector, and CBOs to more effectively address systemic WASH challenges.

3.2 Activities, Deliverables and Indicators

Activities

Activities should be community-based but could have reach across multiple cities, counties, and states. Proposals do not need to have a multi-community, regional or national reach, but may. Applicants may propose subcontracting to private, public, or for-profit organizations to execute activities. Examples of potential activities include, but are not limited to:

- Implement projects to address poor WASH conditions at the community or household level including but not limited to community water kiosks, connection to piped water systems, point of use filters, sustainable environmentally-friendly solutions, etc.
- Develop or adapt and implement social media campaign strategies to raise awareness of WASH conditions and available solutions.
- Develop and tailor education and outreach materials on the importance of safe water, sanitation and hygiene in communities and risk factors.
- Build knowledge- and resource-sharing partnerships to improve safe water, sanitation and hygiene in communities experiencing disparities.

¹ US Water Alliance & Dig Deep. (2020). Closing the Water Access Gap in the United States. A National Action Plan. Retrieved from: [Dig-Deep Closing-the-Water-Access-Gap-in-the-United-States DIGITAL compressed.pdf \(squarespace.com\)](#)

- Create pathways for meaningful participation for Black, Indigenous, and Latino persons and other marginalized populations to engage in community WASH improvement decision-making and building systems that serve everyone.

Deliverables

All awardees will be expected to complete the deliverables outlined below. Please include these deliverables, as well as additional deliverables you identify in your proposal:

- Provide brief quarterly progress reports on basic activity metrics (see below for a list of potential indicators)
- Participate in regularly scheduled conferences calls with other awardees and subject matter experts to share progress on activities and discuss lessons learned
- Share success stories (quarterly)
- Submit final narrative report to describe: Stakeholder collaboration, successes, challenges, lessons learned, event and activity metrics (i.e., number of event participants, number of partner meetings held, etc.)

Potential Indicators:

- Number of individuals reached by activities (i.e., number of individuals receiving household-level infrastructure such as wells or septic tanks, number of views from social media communications campaigns, etc.)
- Number of water samples collected
- Number/types of events held to raise awareness of community WASH challenges
- Number and types of local leaders and community members trained
- Number and types of local leaders and community members reached with WASH messaging

4. FUNDING INFORMATION

The CDC Foundation intends to award up to 10 community-based organizations ranging from **\$75,000-\$90,000 per funded project**. The final award amounts will be contingent on the submission of a detailed and reasonable budget proposal to be approved by the CDC Foundation.

WHAT WE WILL FUND

The CDC Foundation will fund a wide range of strategies and activities to address the need described in section 2 (BACKGROUND AND NEED) of this RFP. Eligible project proposals are those that:

- Leverage citizen science² or community base participatory research³ type approaches to collect and disseminate information on WASH quality and access issues within their community

² United States Environmental Protection Agency participatory or citizen science can be found here: [Participatory Science for Environmental Protection | US EPA](#)

³ A quick definition of CBPR can be found here: [Chapter 36. Introduction to Evaluation | Section 2. Community-based Participatory Research | Main Section | Community Tool Box \(ku.edu\)](#)

- Promote awareness of WASH quality and access issues and their corresponding health effects within their community
- Address WASH quality and access issues within their community through interventions such as community water kiosks, renovation of wells or septic tanks, provision of filters to households with poor water quality, etc.
- Create pathways for meaningful participation for BIPOC and other marginalized populations to engage in community WASH improvement decision-making and building systems that serve everyone

WHAT WE WILL NOT FUND

- General, ongoing operating costs, unrelated to funding opportunity objectives
- Capital improvements, unrelated to funding opportunity objectives
- Political/lobbying activities

FUNDING SPECIFICS

- Awarded funds must be used for the purposes described in the organization’s application and must be expended or committed by the end of the project implementation period (est. February 29, 2024).
- Awarded funds will be made available upon the awardee’s return of a signed agreement.

5. ELIGIBILITY INFORMATION

To apply, an organization must:

- Be headquartered in the United States
- Be a nonprofit tax-exempt under section 501(c)(3) or qualify for exemption under an IRS code other than 501(c)(3),
- Be in good financial standing and have sustainable operations,
- Be an equal opportunity employer with all-inclusive membership that does not discriminate on the basis of gender, race/ethnicity, color, sex, sexual orientation, country of national origin or nationality, age, religion, intellectual or physical disabilities and military or veteran status in its activities or operations

Examples of potential awardees include associations, faith-based groups, advocacy, and social organizations that have the capacity to educate and engage communities.

The CDC Foundation reserves the right to conduct a pre-award risk assessment to assure applicants meet the eligibility criteria. Data available through third party sources such as Dun & Bradstreet may be consulted, along with information publicly available via Federal and State award, debarment, exclusion and sanction databases.

6. APPLICATION INFORMATION AND TIMELINE

Applicants should follow the instructions set forth below in the preparation and submission of their proposal to the CDC Foundation. The CDC Foundation will not be responsible for any proposal that does not follow the instructions in this RFP, and may, at its discretion, reject any such non-compliant or incomplete proposal.

6.1 Submission of Proposals

Proposals should be submitted by **5:00PM ET on Monday, December 19, 2022**, using the online proposal submission form linked below. The online proposal submission form will not be accessible after the proposal submission deadline. A system-generated notification of receipt of the application will be generated upon submission. Google Chrome and Firefox are recommended internet browsers for submitting this application. Please note that there is no option to save your work on the online form.

Applicants are encouraged to submit their proposal via the online proposal submission form well in advance of the submission deadline. An applicant's initial submission is considered final and any subsequent, revised application submissions will not be reviewed.

Submitting Your Proposal

Application materials must be submitted by **5:00PM ET on Monday, December 19, 2022**. Proposals will not be accepted after this date and time.

Proposals must be submitted electronically. [CLICK HERE TO SUBMIT A PROPOSAL](#)

6.2 Contents of Proposal - Organization Information

The following information should be inputted directly into fields on the online proposal submission form:

<ul style="list-style-type: none">• Legal Organization Name• Abbreviated Name• Street Address• City, State, Zip Code• Website• Mission• Year Established• Federal Tax Identification (ID) Number/Employer Identification Number (EIN)• Data Universal Number System (DUNS) number• Business Classifications• Organization attestation of minority-led distinction	<ul style="list-style-type: none">• Eligibility Criteria:<ul style="list-style-type: none">○ Confirmation of federal tax-exempt status [tax-exempt under IRS code 501(c)(3) or under an IRS code other than 501(c)(3)]○ Confirmation of being headquartered in US○ Confirmation of being in good financial standing/having sustainable operations○ Confirmation of being an equal opportunity employer with all-inclusive membership that does not discriminate on the basis of gender, race/ethnicity, color, sex, sexual orientation, country of national origin or nationality, age, religion, intellectual or physical disabilities and military or veteran status in its activities or operationS.
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6.3 Contents of Proposal - Required Attachments

Applicants should upload the following required attachments to the online proposal form:

- A. Project Plan
- B. Budget
- C. Budget Narrative

These items, further described in the sections below, must be provided using the templates attached to this RFP (see RFP Attachments A-C).

Project Plan

Each applicant's Project Plan should address the below points and use the following template:

Attachment A: Project Plan Template (Word Document)

Project Description
<ul style="list-style-type: none">• Provide project title and problem statement• Identify project objectives• Describe the following:<ul style="list-style-type: none">○ Target community and why it was selected—Rural vs Urban, Race/Ethnicity, Age Group(s)○ Geographical focus—City and State○ Strategies for reaching the target population(s)○ Activities with timeline for implementation○ Partnerships and engagement of community members
Deliverables
<ul style="list-style-type: none">• Identify expected deliverables, outputs, outcomes and impact of the project• Estimate number of individuals who will be reached by the proposed activities• Describe changes anticipated to occur in people or conditions because of the implemented activities and outputs by the end of the grant term
Past Performance, Experience and Capabilities
<ul style="list-style-type: none">• Demonstrate organizational capacity to implement proposed project plan and existing connections to underserved communities by describing the following:<ul style="list-style-type: none">○ Experience working in WASH-related efforts○ Experience engaging community members in the development of community driven, culturally appropriate initiatives○ Experience providing science-based information to communities

Budget and Budget Narrative

Applicants must provide a detailed budget and budget narrative for all anticipated project costs using the following templates:

Attachment B: Budget Narrative Template (Word Document)

Attachment C: Budget Template (Excel sheet)

Budgets should clearly demonstrate how funding will be used to implement proposed project activities and achieve desired impact. Budgets must **not exceed \$90,000.00** and should reflect an **implementation period of up to 12 months** (est. March 1, 2023 – February 29, 2024).

6.4 Anticipated Timeline

The timeline below is subject to change at the sole discretion of the CDC Foundation:

October 31, 2022	RFP released
November 15, 2022	Prospective applicant webinar
December 2, 2022, 5:00 ET	Deadline to submit written questions to USWASH@cdcfoundation.org
December 19, 2022, 5:00 ET	Proposal submission deadline
By January 31, 2023	Funding notifications sent out by end of January 2023
February 1 - February 28, 2023	Project plan/budget refinement and finalization of awards
March 1, 2023 - February 29, 2024	Project implementation period

7. SELECTION PROCESS AND REVIEW CRITERIA

Completed applications submitted by the 5:00 PM ET deadline on Monday, December 19, 2022, will be evaluated in accordance with the review criteria stated below. Minority-led organizations will receive priority consideration for this funding opportunity. Minority-led is defined as an organization where 51% or more of overall staff, board members and volunteers in all levels of the organization are people who identify as racial/ethnic minorities.

The CDC Foundation will conduct a pre-award risk assessment and may request additional financial and/or organizational information from applicants for the purpose of conducting the assessment. Pre-award risk assessment findings may impact eligibility and/or award structure and payment schedule.

7.1 Evaluation of Project Plan

The following table provides an outline of the selection criteria and scoring details for how proposals will be evaluated:

Project Description	35%
<p>Proposed project aligns with goals of funding opportunity.</p> <p>Selection of target audience(s) is supported by local data and references.</p> <p>Solutions described are actionable and scalable. Proposed project activities are anticipated to produce direct, tangible results. Community engagement approach is well-defined, demonstrates deep existing connections and is anticipated to facilitate achievement of project objectives. Proposed methods are feasible, sound and anticipated to effectively engage with the target audience, reach underserved communities and accelerate the capacity, preparedness and resiliency of these underserved communities.</p> <p>Timeline for project implementation is appropriate and feasible. High likelihood of success anticipated in completing proposed activities/outputs and demonstrating progress towards intended project outcomes within proposed project term (up to 12 months).</p>	
Deliverables	30%

Applicant provides clear outputs, outcomes and impact. Deliverables are specific to the proposed project. Anticipated results of proposed activities are direct, tangible and realistic.	
Past Performance, Experience and Capabilities	30%
Applicant describes experience in key areas including: <ul style="list-style-type: none"> • Working in WASH-related efforts • Providing science-based information to communities • Engaging community members in the development of community driven, culturally appropriate initiatives Experience demonstrates existing connections to underserved communities that are most vulnerable to WASH-related challenges and suggests organizational capacity to implement proposed project plan.	
Preferred Organizational Criteria	5%
Applicant is a minority-led organization.	

7.2 Evaluation of Budget/Budget Narrative

Budget information will be reviewed to assure requisite details are provided and to confirm the budget conforms with time (up to 12 months) and cost (up to \$90,000.00) specifications stated in the RFP. Budget information will also be evaluated for realism, appropriateness, cost-effectiveness and overall alignment with the applicant's Project Plan.

8. COMMUNICATION DURING RFP PERIOD

The CDC Foundation will host a prospective applicant webinar to answer questions related to this RFP on **November 15, 2022, at 1:00 p.m. ET**. A recording of the webinar will not be available, but the slide deck and Q&A document will be posted to the CDC Foundation website. The Q&A document will be updated weekly to respond to any additional questions received. Applicants can submit questions via email about this RFP until **December 2, 2022**. All questions should be emailed to USWASH@cdcfoundation.org. The final updated Q&A document will be posted to the CDC Foundation's website on December 7, 2022.

Register in advance for this applicant webinar:

https://cdcfoundation.zoom.us/webinar/register/WN_OUhgxb-SY20apL1qju15Q

After registering, you will receive a confirmation email containing information about joining the webinar. A recording of the webinar will not be available, but the webinar slide deck will be posted to the Request for Proposals page of the CDC Foundation website. Responses to questions raised on the prospective applicant webinar will also be integrated into the Q&A document.

RFP ATTACHMENTS

The below application templates can be found on the Request for Proposals page of the CDC Foundation website.

Attachment A: Project Plan Template (Word Document)

Attachment B: Budget Narrative Template (Word Document)

Attachment C: Budget Template (Excel sheet)