

**INSTRUCTIONS FOR RESPONSE TO REQUEST FOR
BEST VALUE PROPOSALS (RFP) #852P023
(RFP INSTRUCTIONS)**



Issue Date: August 29, 2022

Due Date: 5:00 pm on October 17, 2022

Title: Healthy Communities Action Teams to Prevent Childhood Obesity

Issuing Agency: Virginia Foundation for Healthy Youth (VFHY)

Contract Period: July 1, 2023 through June 30, 2026

Questions: All inquiries should be directed to Director of Programs Michael Parsons at (804) 225-3619 or mparsons@vfhy.org

Award Amount: Not to exceed \$31,000 in each year of the grant, \$93,000 total for three years.

DESCRIPTION OF RFP

PREREQUISITES

Attendance is required at one of the Pre-Proposal Conferences, which will be held via Zoom. More information can be found on page 7. Applicants that do not have a representative in attendance will not be eligible to apply.

This is an online proposal process. No hard copy proposals will be accepted.

Online proposals are due and must be uploaded by **5:00 pm on October 17, 2022**. To be considered, proposals must be submitted on or before the date and hour stipulated. Proposals uploaded after the date and hour designated are automatically disqualified and will not be considered. Applicants are encouraged to submit online proposals prior to the deadline to avoid any delays due to busy servers or other internet failures. No late proposals will be accepted, under any circumstances, regardless of the reason(s). VFHY is not responsible if the proposal is not submitted by the appointed time. The official time used in the receipt of responses is the electronic time stamp recorded by the server's clock.

Nonprofit, for-profit, governmental and charitable organizations operating in Virginia are eligible to apply.

All data, materials, and documentation originating and prepared for the VFHY pursuant to the RFP shall belong exclusively to the VFHY and such data, materials and documents shall be subject to public inspection and disclosure in accordance with the Virginia Freedom of Information Act.

AWARD INFORMATION

I. PURPOSE

The purpose of the Request for Best Value Proposals (RFP) is to solicit online proposals to establish a contract through competitive negotiations for the purchase of the implementation of childhood obesity prevention activities by the Virginia Foundation for Healthy Youth. These activities will be conducted through the work of Healthy Communities Action Teams (HCATs). This solicitation is using Best Value procurement procedures.

II. BACKGROUND

The Virginia Foundation for Healthy Youth awards funding through grants to local partnerships to prevent and reduce childhood obesity and tobacco use in the Commonwealth of Virginia.

III. FUNDING AVAILABLE

A total of up to \$2,325,000 is available for grants across the state for the three-year grant period. Individual awards will not exceed \$31,000 per year, and the total amount available per three-year grant is \$93,000. Grant awards will be made to more than one applicant.

IV. ELIGIBLE APPLICANTS

Local organizations, coalitions, and teams are ideally positioned to promote policy, systems, and environmental changes that will help children and adolescents reach and maintain healthy weights. Individuals are not eligible to receive funding. One organizational member of the HCAT should indicate their ability to serve as the fiscal lead for the proposed HCAT and will be the one submitting the proposal.

V. EVALUATION AND AWARD CRITERIA

All areas described in “Specific Requirements” of the VFHY Proposal Instructions will be reviewed for level of completeness and accuracy. All proposals will be reviewed and evaluated by Regional Review Panels comprised of members of the VFHY Regional Advisory Boards and other experts in the field of childhood obesity prevention. If needed, proposals may also be reviewed by a Statewide Review Panel. Best Value concepts will be used for the evaluation and award. Best Value means the overall combination of quality, price, and various elements of required services that in total are optimal relative to a public body’s needs. Various elements may include location, target population, demonstrated need, health disparities, sustainability and type of project. VFHY will consider awards to other than the highest technically acceptable proposal. The Review Panels will recommend to the VFHY Board of Trustees those proposals which most closely meet the requirements of VFHY and are considered to be Best Value.

a. Evaluation Criteria:

Proposals will be evaluated using the following Best Value rating method:

- **Acceptable:** Applicant’s proposal demonstrates a very good understanding of goals and objectives of the RFP. There may be strengths and weaknesses, however strengths outweigh the weaknesses.

- **Marginal:** Applicant's proposal demonstrates a fair understanding of the goals and objectives of the RFP. Weaknesses are present and may outweigh strengths that exist. Weaknesses can be corrected.
- **Unacceptable:** Applicant's proposal fails to demonstrate an understanding of the goals and objectives of the RFP and is generally deemed unresponsive to the RFP. The proposal has one or more significant weaknesses that outweigh the strengths. Weaknesses will be very difficult to correct or are not correctable.

b. **Award Criteria:**

Selection will be made of applicants deemed to be fully qualified and best suited among those submitting proposals on the following:

- The ratings from the reviewers' evaluations
- The group consensus rating at the team review
- The Best Value requirements
- The amount of funding available

Negotiations will be conducted with the Applicants so selected. After negotiations have been conducted with each Applicant so selected, the agency will award contracts to those Applicants. Price will be considered but need not be the sole determining factor.

The Virginia Foundation for Healthy Youth may cancel this Request for Best Value Proposals or reject proposals at any time prior to an award and is not required to furnish a statement of the reason why a particular proposal was not deemed to be the most advantageous. (See Section, 2.2-4359 D of the *Code of Virginia*.) Awards are contingent on availability of funds through the Master Settlement Agreement and/or appropriations made by the General Assembly, and/or as budgeted and approved by the VFHY Board of Trustees.

The four VFHY regions are comprised of the following counties and independent cities:

Southwest	Central	North	Southeast
Alleghany County	Albemarle County	Alexandria City	Accomack County
Bland County	Amherst County	Arlington County	Amelia County
Botetourt County	Appomattox County	Caroline County	Brunswick County
Bristol City	Augusta County	Clarke County	Charles City County
Buchanan County	Bath County	Culpeper County	Charlotte County
Carroll County	Bedford City	Fairfax City	Chesapeake City
Covington City	Bedford County	Fairfax County	Dinwiddie County
Craig County	Buckingham County	Falls Church City	Emporia City
Danville City	Buena Vista City	Fauquier County	Essex County
Dickenson County	Campbell County	Frederick County	Franklin City
Floyd County	Charlottesville City	Fredericksburg City	Gloucester County
Franklin County	Chesterfield County	King George County	Greensville County
Galax City	Colonial Heights City	Loudoun County	Halifax County
Giles County	Cumberland County	Manassas City	Hampton City
Grayson County	Fluvanna County	Manassas Park City	Hopewell City
Henry County	Goochland County	Prince William	Isle of Wight County
Lee County	Greene County	Spotsylvania County	James City County
Martinsville City	Hanover County	Stafford County	King & Queen County
Montgomery County	Harrisonburg City	Warren County	King William County
Norton City	Henrico County	Winchester City	Lancaster County
Patrick County	Highland County		Lunenburg County
Pittsylvania County	Lexington City		Mathews County
Pulaski County	Louisa County		Mecklenburg County
Radford City	Lynchburg City		Middlesex County
Roanoke City	Madison County		New Kent County
Roanoke County	Nelson County		Newport News City
Russell County	Orange County		Norfolk City
Salem City	Page County		Northampton County
Scott County	Powhatan County		Northumberland County
Smyth County	Rappahannock County		Nottoway County
Tazewell County	Richmond City		Petersburg City
Washington County	Rockbridge County		Poquoson City
Wise County	Rockingham County		Portsmouth City
Wythe County	Shenandoah County		Prince Edward County
	Staunton City		Prince George County
	Waynesboro City		Richmond County
			South Boston City
			Southampton County
			Suffolk City
			Surry County
			Sussex County
			Virginia Beach City
			Westmoreland County
			Williamsburg City
			York County

IMPORTANT DATES AND DEADLINES

Release of RFP

- Monday, August 29, 2022

Mandatory Pre-Proposal Conferences

VFHY is hosting three Pre-Proposal Conferences via Zoom. These conferences will provide detailed information about RFP #852P023, including a review of the instructions, terms and conditions, and the online application system. Applicants must participate in one of the conferences prior to the submission of an online proposal. All applicants are required to attend a conference, regardless of whether they have received funding from VFHY in the past. Organizations should plan to send two people, if possible, to ensure a comprehensive understanding of the RFP requirements. Pre-registration is required. Register by clicking on the desired date below.

- [Tuesday, September 13 \(10:00 am-11:30 am\)](#)
- [Thursday, September 15 \(1:00 pm-2:30 pm\)](#)
- [Wednesday, September 27 \(2:00 pm-3:30 pm\)](#)

Optional Grant Writing Workshop

This workshop is designed especially for organizations with limited grant writing experience. It will include information about applying for grants *in general* and will not include specific information about this grant. Register by clicking on the date below.

- [Friday, September 30 \(9:00 am-12:00 pm\)](#)

Proposals Due Via Online Grants Portal

- Monday, October 17, 2022 (5:00 pm)

Notice of Intent to Award Posted on VFHY Website

- Thursday, December 8, 2022

Grants Begin

- July 1, 2023

DESCRIPTION OF FUNDING

Healthy Communities Action Teams

Healthy Communities Action Teams (HCATs) are ideally positioned to identify and address the multiple factors influencing obesity in their communities. HCATs must consist of a minimum of **five representatives from the locality** including but not limited to: community organizations, schools, policy makers, local growers, physicians, businesses, health departments, faith-based organizations, cooperative extension agencies, afterschool programs, and others interested in creating healthier, sustainable lifestyles that prevent and reduce childhood obesity. Partner Profile Agreements for all participants detailing their role in the HCAT must be included with the proposal.

Most importantly, **HCATs must include at least one community member**. It is vital to include community stakeholders in the process as they bring critical knowledge of community efforts, assets, strengths, and needs. True community engagement and change will happen only if community members are actively a part of the entire process.

Developing an HCAT requires building and supporting the capacity of the HCAT as well as conducting activities to promote best practices in childhood obesity prevention. **This grant supports capacity building activities (Component I) as well as activities focused on policy, systems, and environmental change (Component II)** described below. Applicants should determine where they are in the cycle of the HCAT and select activities that will benefit the HCAT and contribute to the completion of their overall goals. Applicants must clearly describe all activities throughout the proposal and must select at least one activity for each Component.

Component I: HCAT Development and Infrastructure Building

HCATs are at various levels of readiness to address obesity prevention through policy, systems, and environmental changes. Applicants must create at least one objective related to developing, expanding or sustaining the HCAT. Newly formed groups may choose activities such as developing a mission, vision, or strategic plan. More established groups should conduct activities that ensure the sustainability of the HCAT's resources, activities, and outcomes such as institutionalizing strategies or engaging community leaders to build collective efficacy around obesity prevention initiatives. These activities will ensure the applicant has the foundation to implement and sustain activities related to preventing and reducing childhood obesity in their community.

To support infrastructure and capacity building efforts, grantees will receive access to [Catchafire](#), an organization that connects programs with highly skilled professionals from a variety of roles who volunteer to assist organizations with projects. Grantees can post a project to the Catchafire platform to get assistance with project management, social media setup, hosting virtual events, marketing strategies, synthesizing information, creating brochures, translating materials, creating infographics, storytelling, and more.

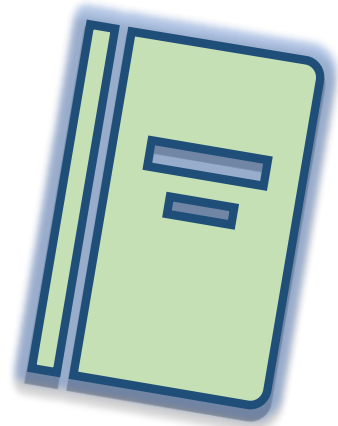
Component II: Community-Based Obesity Prevention Practices

HCATs will implement long-term policy, systems, or environmental (PSE) change activities that support at least one of the eight behaviors listed on the Promising Practices Framework. Applicants must select activities that fit the group's skills, capacity, resources, and experience. All approaches must clearly relate to the needs statement, and some will require multiple PSE changes.

Framework For Obesity Prevention

VFHY has adapted the [Action Plan for a Healthy Virginia](#) as a reference point for developing our framework. The framework identifies eight behaviors essential to addressing childhood obesity:

1. Breastfeeding
2. Eating More Fruits and Veggies
3. Reducing Consumption of Energy-Dense Foods
4. Moving More
5. Decreasing Screen Time
6. Getting Enough Sleep
7. Reducing Stress with Increased Mindfulness
8. Decreasing Consumption of Sugar-Sweetened Beverages



Click icon to view the
*Promising Practices
Framework*

VFHY's Promising Practices to Reduce and Prevent Childhood Obesity Framework ([Promising Practices Framework](#)) includes activities that correspond to each behavior. You know your community best, and this list is not exhaustive. Applicants should use the framework to craft strategies that are equitable, that target populations at high risk for obesity, and that recognize local needs. Children are defined as people under 18 years.

To have the greatest impact on childhood obesity, it is essential to address policy, systems, and environmental (PSE) change. PSE strategies promote healthy behaviors by making healthy choices readily available and easily accessible in the community:

- **Policy Change:** Creation or alteration of a formal written statement of a government, business, or nonprofit that results in a new organizational position, decision, action, rule, or regulation.
- **Systems Change:** Informal and ongoing change in organizational practices and procedures that results in a new, voluntary way of doing business
- **Environmental Change:** Directly alters the physical, economic, social, or messaging environment, resulting in a new level of access or opportunity for the target population.

All three may overlap or can occur on their own. Only by identifying these factors can sustainable change take place at the community level. In adopting policies and practices tailored to improving health, localities have the ability to catalyze, support, and lead collaborations in the community and engage diverse groups to improve the places where children live, learn, and play.

ONLINE PROPOSAL INSTRUCTIONS

GENERAL REQUIREMENTS

Read the entire RFP Instructions, VFHY Terms and Conditions, and related information before completing a proposal. To complete the application online, go to: www.tinyurl.com/vfhygrantlogin or connect directly from the VFHY [website](#).

Applicants must complete each required section of the online proposal and upload all the applicable and required VFHY forms. All questions must be answered to ensure a complete proposal. Several items must be submitted electronically (uploaded) as part of the online proposal.

SECTION HEADINGS

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| <p>I. Summary Information</p> <ul style="list-style-type: none">• HCAT Name• Geographic Region• Project Description <p>II. Organization Background</p> <ul style="list-style-type: none">• Applicant's History• Previous Program Experience <p>III. Project Information</p> <ul style="list-style-type: none">• Statement of Need• Community Connection• HCAT Response• Group Membership• Partner Profile Agreements• Staff Role Description• Sustainability Plan | <p>IV. Project Workplan</p> <ul style="list-style-type: none">• Project Workplan – Year One <p>V. Evaluation</p> <ul style="list-style-type: none">• Evaluation Plan• VFHY Statewide Evaluation• Children Served <p>VI. Budget and Budget Narrative</p> <ul style="list-style-type: none">• Total Funding Request• Funding (Years 1, 2, and 3)• Continuing Education Travel Allocation• Budget Form Overview• Budget Summaries <p>VII. Terms and Conditions</p> |
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SPECIFIC REQUIREMENTS

All questions and sections are required to be completed. This section describes the expectations for proposal content. To register and complete the online proposal, click [here](#) and select RFP #852P023. If your organization does not already have a VFHY grants portal account, you will be prompted to create a new one before you can view the application.

I. Summary Information

HCAT Name

Select a name to distinguish your HCAT. For example: Smith County Healthy Community Action Team.

Geographic Region

A map and a comprehensive listing of counties and cities and their corresponding region can be found on pages 5 and 6 of this document. If your programs span multiple regions, select the region in which your primary office is located. If this is unclear, please reach out to the appropriate Regional Grants Administrator (RGA) for clarification.

Project Description

Briefly describe the proposed HCAT project/activities. This is a summary - applicants will provide additional details in other sections of the proposal. Highlight the focus of the project and its major components.

II. Organizational Background

Applicant's History

Provide a brief overview of the proposed HCAT including a description and history of associated partner organizations or umbrella organizations.

Previous Program Experience

Identify and discuss previous efforts and accomplishments of the HCAT or group (if not previously funded as an HCAT) with health initiatives that demonstrate the ability of the proposed HCAT to understand and adequately address childhood obesity prevention activities.

III. Project Information

Statement of Need

VFHY's goal is to prevent childhood obesity throughout the Commonwealth. There are specific risk factors that increase the likelihood of childhood obesity. Identify and discuss risk factors identified for the population(s) in your community around whom you intend to design a project. Provide a clear description of the problem utilizing relevant data and local information. Be specific.

Community Connection

Describe how your HCAT or group is strongly connected with the population(s) and community you plan to serve. If relevant, describe how you have successfully worked with the population(s) and community in the past.

HCAT Response

Applicants must provide an explanation of the steps it will take to address the described need. When developing a response, applicants should ensure that representation from the community is included throughout the proposed project. Applicants should ensure that the HCAT response relates to the statement of need by adequately connecting the identified risk factors with the strategies and activities chosen. Applicants must consider activities related to VFHY Promising Practices Framework and explain their project approach. Applicants must clearly indicate which behavior(s) they are targeting, and which change(s) they are addressing: policy, systems, and/or environmental.

Group Membership

Identify all partnering organizations, individuals, and members of the HCAT and provide a description of their contributions and responsibilities within the scope of the proposed project. A minimum of five partners are required. At least one member of the HCAT must be from the community. Signed Partner Profile Agreements are required and should be uploaded as an attachment to the proposal.

Partner Profile Agreements

Signed VFHY Partner Profile Agreements must be completed for each member of the HCAT and uploaded in this section. In the application, *only one file can be uploaded per field. Include all agreements in one file to upload.* Partner Profile Agreements can be downloaded [here](#).

Staff Role Description

Describe the position titles, names (if staff are already hired), and roles of all grant-funded staff. Indicate if staff are full time or part time.

Sustainability Plan

Sustainability refers to an organization's ability and commitment to continue and maintain a program after the grant has ended. For HCATs, sustainability also refers to lasting, permanent change as a result of their efforts addressing policy, systems, or environmental change. It goes beyond securing financial resources and includes the broader view of institutionalizing policies and practices within communities and organizations to ensure long term outcomes that will maintain large scale change.

Describe how the HCAT's plans will address sustainability from both perspectives. Many factors must be addressed to ensure sustainability – organizational commitment and programmatic, strategic and resource support. Describe how the project's objectives will be sustained after the grant period.

IV. Project Workplan

Project Workplan - Year One

The Project Workplan outlines major components of your selected activities/objectives and provides a format to describe proposed strategies for each chosen activity. The Project Workplan can be downloaded [here](#). Save the Project Workplan to your computer before entering information to reduce errors, and then upload the Project Workplan to your application as a Word Document (not a PDF). For technical assistance with the Workplan, contact the Regional Grants Administrator for your region.

The Project Workplan template includes three blank tables for each component. Tables may be deleted or duplicated (i.e. copied and pasted) as needed. We expect to see well-thought-out strategies each and every quarter of the grant. Only your Year One Workplan is required for this proposal (July 1, 2023 – June 30, 2024). It should include plans in the 4th quarter to develop the Year Two Workplan. Be sure to use Specific, Measurable, Achievable, Relevant, and Time-bound (S.M.A.R.T.) objectives. For each activity/objective, applicants must provide:

Component I: HCAT Development and Infrastructure Building

- **Objective:** Build a S.M.A.R.T. objective around forming, expanding, or sustaining an HCAT.
- **HCAT Stage:** Select which stage (forming, expanding, or sustaining) of HCAT development this objective supports.

Component II: Community-Based Obesity Prevention Practices

- **Objective:** Build a S.M.A.R.T. objective around an obesity prevention activity that relates to the Promising Practices Framework.
- **Behavior:** Select which behavior the objective is likely to impact.
- **PSE Level:** Select at which level the change is likely to occur.

Components I and II

- **Strategy Steps:** Include all the strategies that you will need to implement in order to achieve your objective. Each strategy includes space for:
 - **Responsible Partner/s:** Who is responsible for ensuring the strategy is completed?
 - **Anticipated Start/End:** When will the strategy begin and end?
 - **Expected Outcomes:** What will the result of this strategy be?

V. Evaluation

Evaluation Plan

A plan for the evaluation of the proposed activities must be included and must provide measurements of objective outcomes as defined in the workplan. Indicate the strategies to be used to evaluate the success of the proposed policy, systems, and/or environmental changes. Both qualitative and quantitative measures should be included to provide an overall evaluation of how the HCAT functioned and a summary of the outcomes as they relate to the workplan objectives.

VFHY Statewide Evaluation

Applicants must indicate their agreement to participate in the statewide evaluation conducted by VFHY.

Children Served

Estimate how many unduplicated children (under 18) you expect will be positively impacted by your policy, systems, or environmental change activities in year one of the grant (July 1, 2023 – June 30, 2024) in each of the following categories. If none, type 0.

- Breastfeeding
- Eating More Fruits and Veggies
- Reducing Consumption of Energy-Dense Foods
- Moving More
- Decreasing Screen Time
- Getting Enough Sleep
- Reducing Stress with Increased Mindfulness
- Decreasing Consumption of Sugar-Sweetened Beverages

Example: You plan to institute a formal, written policy at several organizations, providing the right to private space to breastfeed or express milk. In total, you estimate that around fifty unduplicated children will be impacted by this policy over the course of year one (and many more in the future). You would answer 50 in the Breastfeeding category.

Example: You plan to establish a bicycle repair program for lower-income families to improve access to bicycles and related equipment. You anticipate that the program will be used by 40 children each week from its inception in December through the end of the fiscal year in June. Many of the same children will come back week after week, and you estimate that about 100 *unduplicated* children will use the program over the course of the year. You would answer 100 in the Moving More category.

VI. Budget and Budget Narrative

Total Funding Requested

Provide the total amount you are requesting from VFHY for this grant. This number should include all three years combined and should not exceed \$93,000.

Funding (Years 1, 2, and 3)

Enter the dollar amount you are requesting each year of the grant.

Continuing Education Travel Allocation

VFHY is committed to hosting an annual statewide conference focused on healthy youth to benefit grantees and others active in prevention. Applicants must indicate their agreement to send two representatives each year to this conference. VFHY will pay for participants' hotel and cover the cost of the conference. Additionally, VFHY will reimburse for up to \$1,000 per year (\$3,000 total) to cover any costs associated with

travel (mileage, tolls, parking, etc.). These funds are already included in your Budget Form.

Budget Form Overview

The Budget Form is a single Excel document that includes separate worksheets for years one, two, and three of the grant, each on a separate tab. You are only completing a budget for year one. You can download the Budget Form [here](#). Save the form to your computer before entering information to reduce errors.

The Budget Form must be completed and uploaded to the online application. Use the Budget Form to list the amount of funding being requested for each line item in year one. Provide detailed explanations providing a narrative justification for each line item. Provide calculations for all funds requested.

Supplanting of current funding is not allowed. Supplanting is defined by VFHY as replacing funds already available in your organization to implement a program, including staff, equipment, materials and other items required for the implementation of the funded program or project. All equipment purchases requested must be thoroughly justified.

If you plan on providing stipends to part time staff or volunteers, please be sure to clearly indicate in your budget narrative the purpose and the amount of each stipend. Stipend amounts should be reasonable and should provide staff or volunteers adequate compensation for their contributions.

Indirect costs are defined as general operating expenses required for the program. They are allowable but cannot exceed *10% of the personnel costs requested from VFHY*. Indirect costs are those costs that cannot be assigned to a particular category but are necessary to the operation of the organization for the implementation of the grant program. Examples could include insurance, general office supplies, equipment maintenance, general purpose software and computer supplies, and peripheral administrative costs. Indirect costs cannot be included anywhere else in the budget.

Budget Summaries

Provide summaries of anticipated grant expenses in years two and three. We do not need the same level of detail as in your year one budget. The response should provide us enough information to know if you have fully thought through your project and how much funding you will need to implement it.

VII. Terms and Conditions

Applicants must enter the name of the organization's Authorized Representative to acknowledge that he/she has read and agrees to the Terms and Conditions, including the VFHY Required Statements, and further, that the Authorized Representative agrees to comply with all conditions described and explained. Click [here](#) to read the Terms and Conditions & Required Statements.

ONLINE GRANTS PORTAL DIRECTIONS

Several documents must be uploaded with each online proposal. Only one file can be uploaded per field. Files can be uploaded as electronic documents by selecting the document from its location and uploading it where requested in the online proposal.

These include:

- **Workplan**
Do not save as PDFs. Workplans should remain in their original format (Microsoft Word) in case they need to be edited later.
- **Budget Form**
Do not save as PDFs. Budgets should remain in their original format (Microsoft Excel) in case they need to be edited later.
- **Partner Profile Agreements (PPA)**
Applicants should include all PPAs combined into one file to upload. Documents with original signatures or a verified digital signature (e.g. DocuSign, Adobe) are acceptable. Signatures that are computer-generated without a digital verification are not acceptable.