



2020 BLUE CROSS BLUE SHIELD OF MASSACHUSETTS RACIAL EQUITY AND JUSTICE GRANT

Background

To commemorate our 10-year anniversary of Service Day, we reimagined our company-wide event and transformed it into a week-long engagement to provide our colleagues the opportunity to come together in common purpose to learn, serve and imagine a healthier and more just community. Service Week provided an opportunity for us to respond to the devastating effects of the current health pandemic and to address the ongoing racial disparities continuing to grip the nation. These twin crises have highlighted the barriers to health for under-resourced communities – and the importance of working together to create systems and conditions that support economic stability, education, social and community context, health and health care, and neighborhood and built environment.

Funding Overview

Continuing with the framework of Service Week we are announcing the 2020 Blue Cross Blue Shield of Massachusetts Racial Equity and Justice Grant. The purpose of this funding is to build a more sustainable, inclusive, and resilient future by supporting not-for-profit organizations addressing racial injustice and serving Massachusetts communities.

The 2020 Blue Cross Blue Shield of Massachusetts Racial Equity and Justice Grant will be a two-year grant providing \$25,000 in general operating support per year. Grantees will also have the opportunity to engage in pro bono support. Five not-for-profit organizations will be selected and will be announced in January 2021.

Eligibility Requirements

The 2020 Blue Cross Blue Shield of Massachusetts Racial Equity and Justice Grant is open to organizations and programs that:

- Work to eliminate health inequities that have been exacerbated by the twin crises of COVID-19 and systemic racism in one or more of the following areas:

 ECONOMIC STABILITY	 EDUCATION	 SOCIAL & COMMUNITY CONTEXT	 HEALTH & HEALTH CARE	 NEIGHBORHOOD & BUILT ENVIRONMENT
Employment Food Insecurity Housing Instability Poverty	Early Childhood Education Enrollment in Higher Education High School Graduation Language & Literacy	Civic Participation Discrimination Incarceration Social Cohesion	Access to Health Care Access to Primary Care Health Literacy	Access to Foods that Support Healthy Eating Patterns Crime & Violence Environmental Conditions Quality of Housing

Healthy People 2030: <https://health.gov/healthypeople/objectives-and-data/social-determinants-health>



- Are BIPOC-led and have a governing structure that includes representation from the communities served
- Serve Massachusetts communities
- Are registered as a 501(c)(3) or use a fiscal agent that is a 501(c)(3)

Blue Cross Blue Shield of Massachusetts will lend its support in ways that bring value to our members and associates by serving the community with no discrimination by age, race, sex, religion, sexual orientation, gender identity or expression, or disability. In general, we will not fund individuals; religious organizations for sectarian or religious purposes (secular programs of faith-based organization that meet criteria will be considered); fraternal, political or lobbying organizations; school groups; and organizations based in or that serve communities outside of Massachusetts or entities that are not 501(c)(3) not-for-profit organizations.

Definitions

For purposes of this grant, the review committee will use the following definitions to evaluate each application:

- **Racial justice:** *Goes beyond racial equity, systematic fair treatment of people of all races, to include the presence of deliberate systems and supports to achieve and sustain racial equity through proactive and preventative measures.* (<https://neaedjustice.org/wp-content/uploads/2018/11/Racial-Justice-in-Education.pdf>)
- **BIPOC-led:** *Current executive director (or CEO or President) self-identifies as Black, Indigenous, People of Color (BIPOC).*

Key Dates and Program Elements

Submissions must be completed and submitted electronically via online funding portal by EOD Friday, December 11, 2020. Only complete proposals, including all requested attachments, will be considered for funding. Blue Cross will not consider proposals submitted after the deadline, via email or means other than our online portal.

DATE	ACTIVITY
November 17, 2020	Grant cycle opens
December 11, 2020	Submission deadline
January 2021	Grant awards announced

Contact Information

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How to Apply

1. [Click here to access the online grant application](#)
 - If this is your first time applying for funding from Blue Cross Blue Shield of Massachusetts, you will need to create an account and profile before you are able to log in. Once you've created an account, you may need to confirm your email address through the email sent to you or click on the application link again to access the form. If you are encountering any issues setting up your account, please contact grantsconnect-support@yourcause.com.
2. **Complete the application**
 - a. This grant uses our standard request form. Please provide the requested organization information as well as the additional required documentation listed below.
3. **Upload required documentation**
 - Attach your answers to the Racial Equity and Justice Grant application questions (see next page)
 - Save your answers as a word document and attach in the section labeled "Upload supporting documentation"
 - Please limit total application to no more than 2 pages
 - Use the "Upload sponsorship benefits and opportunities" section to attach a copy of your organization's 501c3 form
 - Use the "Upload W-9" to attach your organization's W-9 form
 - Under "Impact" – for Focus Area, please select "N/A"



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APPLICATION QUESTIONS

1. Provide a brief overview of how your staff and board, including senior leadership, is representative of the communities served.
 2. Does your organization primarily serve BIPOC communities? Briefly outline the populations your organization serves.
 3. How does your organization advance racial equity and racial justice?
 4. How does your organization address one or more of the factors impacting health equity?
 5. Briefly summarize (2-3 sentences) how you will leverage this funding to support your operations and advance your racial justice work?
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