Skin Lightening Products Public Awareness and Education Grant

GRANT REQUEST FOR PROPOSAL (RFP)

To be posted by September 30, 2019

Minnesota Department of Health
Health Risk Intervention Unit
PO Box 64975
St. Paul, MN 55164-0975
651-201-4825
michelle.gin@state.mn.us
www.health.state.mn.us

09/30/2019

To obtain this information in a different format, call: 651-201-4825.
Table of Contents

Skin Lightening Products Public Awareness and Education Grant ................................................. 1
   Part 1: Overview ........................................................................................................................... 3
   Part 2: Program Details ............................................................................................................. 7
   Part 3: Application and Submission Instructions ..................................................................... 15
   Part 4: Attachments .................................................................................................................. 17

Appendix A: Application Checklist ............................................................................................. 18
   Appendix B: Project Narrative .................................................................................................. 19
   Appendix C: Work Plan Template ............................................................................................. 22
   Appendix D: Budget Justification Form ..................................................................................... 25
   Appendix E: Due Diligence Review Form .................................................................................. 31
   Appendix F: Grant Review Score Sheet ..................................................................................... 35
RFP Part 1: Overview

1.1 General Information

<table>
<thead>
<tr>
<th>Title</th>
<th>Skin Lightening Products Public Awareness and Education Grants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purpose</td>
<td>The purpose of the Skin Lightening Products Public Awareness and Education Grant is to increase public awareness and education on the health dangers associated with using skin lightening products that contain mercury that are manufactured in other countries and brought into the United States and sold illegally online or in stores. Grantees must use the funds to conduct public awareness and education activities that are culturally specific and community-based. This grant seeks to reach multiple communities of color in Minnesota who are impacted by the use of skin lightening products.</td>
</tr>
<tr>
<td>Eligibility</td>
<td>Community-based organizations; non-profit organizations; or local public health</td>
</tr>
<tr>
<td>Estimated Total Funds</td>
<td>The total amount of funding available is $200,000; $100,000 will be available in fiscal year 2020 (July 1, 2019 - June 30, 2020) and $100,000 in fiscal year 2021 (July 1, 2020 - June 30, 2021). From the grant, 50% of the funds will be awarded to community-based organizations and nonprofit organizations and 50% of the funds will be awarded to local public health entities.</td>
</tr>
<tr>
<td>Timeline</td>
<td>September 30, 2019: Request for Proposal published \nOctober 7, 2019: RFP Information Conference Call \nOctober 21, 2019: Deadline for submitting application questions \nOctober 31, 2019: Applications due \nDecember 20, 2019: Applicants are notified of selected grantees \nJanuary 2020: Proposed grant activities can begin* \nMarch 31, 2022: Final date to spend grant funds \n*No work shall begin until all required signatures have been obtained on the grant agreement, and a grantee receives a signed copy of the grant agreement.</td>
</tr>
<tr>
<td>Application Requirements</td>
<td>- Project Narrative (Appendix B) \n- Work Plan (Appendix C) \n- Budget Justification Form (Use of Attachment A Budget Template (Excel) is preferred, though applicants may instead use Appendix D) \n- Due Diligence Review Form (for grant requests from non-governmental organizations) (Appendix E)</td>
</tr>
<tr>
<td>Questions</td>
<td>Questions must be received by 4:30PM, October 21, 2019. Answers to questions will be available on a rolling basis to all potential applicants on the Skin Lightening Products Public Awareness and Education Grant website (<a href="https://www.health.state.mn.us/communities/environment/skin/grant.html">https://www.health.state.mn.us/communities/environment/skin/grant.html</a>).</td>
</tr>
</tbody>
</table>
# 1.2 Program Description

The purpose of the Skin Lightening Products Public Awareness and Education Grant is to increase public awareness and education on the health dangers associated with using skin lightening products that contain mercury that are manufactured in other countries and brought into the United States and sold illegally online or in stores. Grantees must use the funds to conduct public awareness and education activities that are culturally specific and community-based and focus on any or all of the following (maximum points will be awarded for addressing at least six of the areas):

- Potential exposure to mercury from skin lightening products
  - Could include information about hydroquinone and steroids in skin lightening products
- The dangers of exposure to mercury through dermal absorption, inhalation, hand-to-mouth contact, and through contact with individuals who have used these skin lightening products
- The signs and symptoms of mercury poisoning
- The health effects of mercury poisoning, including the permanent effects on the central nervous system and kidneys
- The dangers of using these products or being exposed to these products during pregnancy and breastfeeding to the mother and to the infant
- Knowing how to identify products that contain mercury
- Proper disposal of the product if the product contains mercury

The Minnesota Department of Health will administer the grant.

Awarded grantees must complete projects by March 31, 2022. Evaluations, reports, and submission for reimbursement should be submitted to MDH by May 15, 2022.

# 1.3 Funding and Project Dates

**Funding**

Funding for these grants is provided under Laws 2019, First Special Session chapter 9, section 109. The Skin Lightening Products Awareness and Education Grant Program will award $200,000. From the grant, 50% of the funds will be awarded to community-based organizations...
SKIN LIGHTENING PRODUCTS PUBLIC AWARENESS AND EDUCATION GRANT

and nonprofit organizations and 50% of the funds will be awarded to local public health entities. From the grant, $100,000 of the total grant will be available in fiscal year 2020 (July 1, 2019 - June 30, 2020) and the remaining $100,000 will become available in fiscal year 2021 on July 1, 2021.

All of the awarded funds must be spent by March 31, 2022. Final submissions for reimbursement should be submitted to MDH by May 15, 2022.

Grants will be awarded through a request for proposals process to community-based organizations serving ethnic communities, local public health entities, and nonprofit organizations that focus on providing health care and public health outreach to minorities. Priority shall be given to organizations that have historically served ethnic communities at significant risk from these products, but have not traditionally had access to state grant funding.

Funding will be allocated through a competitive process. If selected, you may only incur eligible expenditures when the grant agreement is fully executed and the grant has reached its effective date.

<table>
<thead>
<tr>
<th>Funding</th>
<th>Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Estimated Amount to Grant</td>
<td>$200,000</td>
</tr>
<tr>
<td>Estimated Number of Awards</td>
<td>Dependent on number of applications and amount requested</td>
</tr>
<tr>
<td>Estimated Award Maximum</td>
<td>$100,000</td>
</tr>
<tr>
<td>Estimated Award Minimum</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

**Match Requirement**

There is no match requirement for this grant.

**Project Dates**

Estimated project dates are January 2020 through March 31, 2022. Final dates will be determined at time of contract execution.

**1.4 Eligible Applicants**

Grantees must meet one of the following conditions in order to qualify for a grant:

- Local public health
- Be a non-profit organization
- Be a community-based organization which is a public or private nonprofit organization that is representative of a community or a significant segment of a community and works to meet community needs
1.5 Questions and Answers

All questions regarding this RFP must be submitted by email to michelle.gin@state.mn.us. In the subject line of the email, include the phrase: “Skin Lightening Products Public Awareness and Education Grant Question.” Please submit questions no later than 4:30 p.m. Central Time, on Monday, October 21, 2019. All answers will be posted on a rolling basis on the Skin Lightening Products Public Awareness and Education Grant website (https://www.health.state.mn.us/communities/environment/skin/grant.html).

To ensure the proper and fair evaluation of all applications, other communications regarding this RFP including verbal, telephone, written or internet initiated by or on behalf of any applicant to any employee of the Department, other than questions submitted to as outlined above, are prohibited. Any violation of this prohibition may result in the disqualification of the applicant.

RFP Information Conference Call

An RFP Informational Conference Call will be held. The conference call will go through each part of the RFP. Please have a copy of the RFP in front of you during the call. Attendance is encouraged but not required.

- Date: Monday, October 7, 2019
- Time: 9:00 – 10:00 a.m.
- Location: Access the meeting by calling 888-742-5095, pin number 4893644698 followed by #.
RFP Part 2: Program Details

2.1 Priorities

Grant Authorization Priority
Priority shall be given to organizations that have historically served ethnic communities at significant risk from these products, but have not traditionally had access to state grant funding.

Health Equity Priority
It is the policy of the State of Minnesota to ensure fairness, precision, equity and consistency in competitive grant awards. This includes implementing diversity and inclusion in grant-making. The Policy on Rating Criteria for Competitive Grant Review (https://mn.gov/admin/assets/08-02%20grants%20policy%20revision%20September%202017%20final_tcm36-312046.pdf) establishes the expectation that grant programs intentionally identify how the grant serves diverse populations, especially populations experiencing inequities and/or disparities.

This grant will serve multiple communities. Applicants are encouraged to consider projects that will serve diverse populations, including but not limited to:

- Racial and ethnic communities, including American Indians
- LGBTQI communities
- Disability status
- Veterans
- People living in poverty
- Infants and children

2.2 Eligible Projects

Applicant proposals must conduct public awareness and education activities that are culturally specific and community-based and focus on any or all of the following:

- Potential exposure to mercury from skin lightening products
- The dangers of exposure to mercury through dermal absorption, inhalation, hand-to-mouth contact, and through contact with individuals who have used these skin lightening products
- The signs and symptoms of mercury poisoning
- The health effects of mercury poisoning, including the permanent effects on the central nervous system and kidneys
- The dangers of using these products or being exposed to these products during pregnancy and breastfeeding to the mother and to the infant
- Knowing how to identify products that contain mercury
- Proper disposal of the product if the product contains mercury
Funded programs may result in:

- Community or personal actions
- Community events
- New media products or literature
- Workshops or conferences
- Public service announcements
- Clinical quality improvement project to screen for mercury
- Other public and stakeholder engagement activities
- Print/electronic materials, programs, or campaigns
- Development of educational materials about hydroquinone and/or steroids in skin lightening products

Funded projects may focus on planning and/or implementing new outreach activities, building upon Minnesota Department of Health activities and materials or evaluating existing outreach activities related to skin lightening products awareness and education.

Long-term grant outcomes include:

- Increases in awareness of the health impacts associated with use of skin lightening products
- Increases in conversation within communities about the topic of skin lightening products and practice
- Decreases in use of skin lightening products
- Decreases in demand for skin lightening products by consumers
- Decreases in supply of skin lightening products by sellers in Minnesota

**Ineligible Expenses**

Ineligible expenses include but are not limited to:

- Fundraising
- Taxes, except sales tax on goods and services
- Lobbyists, political contributions
- Bad debts, late payment fees, finance charges, or contingency funds

**2.3 Grant Management Responsibilities**

**Grant Agreement**

Each grantee must formally enter into a grant agreement. The grant agreement will address the conditions of the award, including implementation for the project. Once the grant agreement is signed, the grantee is expected to read and comply with all conditions of the grant agreement.

No work on grant activities can begin until a fully executed grant agreement is in place or reimbursement requests will be denied.
A sample grant agreement (https://www.health.state.mn.us/communities/equity/funding/rgp2018/agreement.pdf) can be found in the Minnesota Department of Health Grant Agreement. Applicants should be aware of the terms and conditions of the standard grant agreement in preparing their applications. Much of the language reflected in the sample agreement is required by statute. If an applicant takes exception to any of the terms, conditions or language in the sample grant agreement, the applicant must indicate those exceptions, in writing, in their application in response to this RFP. Certain exceptions may result in an application being disqualified from further review and evaluation. Only those exceptions indicated in an application will be available for discussion or negotiation.

The funded applicant will be legally responsible for assuring implementation of the work plan and compliance with all applicable state requirements including worker’s compensation insurance, nondiscrimination, data privacy, budget compliance, and reporting.

**Accountability and Reporting Requirements**

All activities and outputs completed under the grant shall be made available to MDH upon request. Grantees will be required to participate in quarterly check-in meetings and/or calls with MDH. Grantees will be required to report on their progress and submit an invoice at least quarterly, as well as provide a written summary and evaluation at the conclusion of the grant activities. Grant payments shall not be made on grants with past due progress reports unless MDH has given the grantee a written extension.

The reporting schedule will be set forth in the grant agreement.

**Grant Monitoring**

Minn. Stat. §16B.97 (https://www.revisor.mn.gov/statutes/?id=16B.97) and Policy on Grant Monitoring (https://mn.gov/admin/assets/08%2010%20grants%20policy%20revision%20Dec%202016%20final_tcm36-265657.pdf) require the following:

- At least one monitoring visit during the grant period on all state grants over $50,000
- At least annual monitoring visits during the grant period on all grants over $250,000
- Conducting a financial reconciliation of grantee’s expenditures at least once during the grant period on grants over $50,000

If needed, the monitoring schedule will be set forth in the grant agreement.

**Technical Assistance**

Technical assistance will be provided for the accuracy of health risk and exposure as well as proper disposal information.

Grantees may request other technical assistance from MDH staff throughout the grant period.
Grant Payments
The total amount of funding that is available under this notice is $200,000. The maximum amount for any submitted proposal is $100,000 and the minimum amount for any grant is $1,000.

Per State Policy on Grant Payments (http://www.mn.gov/admin/images/grants_policy_08-08.pdf), reimbursement is the method for making grant payments. All grantee requests for reimbursement must correspond to the approved grant budget. The State shall review each request for reimbursement against the approved grant budget, grant expenditures to-date and the latest grant progress report before approving payment. Grant payments shall not be made on grants with past due progress reports unless MDH has given the grantee a written extension.

It may take several weeks to review the invoice and for payment to be issued by MDH. Grantees should plan accordingly for this delay in payment.

MDH will not directly pay a third party (contractor) for work under the grant agreement. The grantee has the obligation to pay any third party (contractor) hired to complete work under the grant agreement before or immediately after receiving payment from MDH.

Grantees shall invoice MDH at least quarterly. MDH will review requests within 30 days of receipt.

Publicity Requirements
There are no requirements to include the MDH logo or LoveYourSkin brand on materials (Example of LoveYourSkin https://www.health.state.mn.us/communities/environment/skin/docs/gpfs.pdf). Collaboration to use the MDH logo or LoveYourSkin brand is welcome, however any use of the MDH logo or LoveYourSkin brand will require MDH approval before the materials may be published.

2.4 Grant Provisions
Conflicts of Interest
MDH will take steps to prevent individual and organizational conflicts of interest, both in reference to applicants and reviewers per Minn. Stat. §16B.98 (https://www.revisor.mn.gov/statutes/?id=16B.98) and Conflict of Interest Policy for State Grant-Making (http://www.mn.gov/admin/images/grants_policy_08-01.pdf).

Applicants must provide a list of all entities with which it has relationships that create, or appear to create, a conflict of interest with the work contemplated by this RFP. The list must provide the name of the entity, the relationship, and a discussion of the conflict. Submit the list as an attachment to the application. If an applicant does not submit a list of conflicts of interest, MDH will assume that no conflicts of interest exist for that applicant.

Organizational conflicts of interest occur when:

• A grantee or applicant is unable or potentially unable to render impartial assistance or advice to the Department due to competing duties or loyalties
• A grantee’s or applicant’s objectivity in carrying out the grant is or might be otherwise impaired due to competing duties or loyalties

In cases where a conflict of interest is suspected, disclosed, or discovered, the applicants or grantees will be notified and actions may be pursued, including but not limited to disqualification from eligibility for the grant award or termination of the grant agreement.

Public Data and Trade Secret Materials

All applications submitted in response to this RFP will become property of the State. In accordance with Minnesota Statute Section 13.599, all applications and their contents are private or nonpublic until the applications are opened.

Once the applications are opened, the name and address of each applicant and the amount requested is public. All other data in an application is private or nonpublic data until completion of the evaluation process, which is defined by statute as when MDH has completed negotiating the grant agreement with the selected applicant.

After MDH has completed the evaluation process, all remaining data in the applications is public with the exception of trade secret data as defined and classified in Minn. Stat. § 13.37, Subd. 1(b). A statement by an applicant that the application is copyrighted or otherwise protected does not prevent public access to the application or its contents. (Minn. Stat. § 13.599, subd. 3(a)).

If an applicant submits any information in an application that it believes to be trade secret information, as defined by Minnesota Statute Section 13.37, the applicant must:

• Clearly mark all trade secret materials in its application at the time it is submitted,
• Include a statement attached to its application justifying the trade secret designation for each item, and
• Defend any action seeking release of the materials it believes to be trade secret, and indemnify and hold harmless MDH and the State of Minnesota, its agents and employees, from any judgments or damages awarded against the State in favor of the party requesting the materials, and any and all costs connected with that defense.
• This indemnification survives MDH’s award of a grant agreement. In submitting an application in response to this RFP, the applicant agrees that this indemnification survives as long as the trade secret materials are in possession of MDH. The State will not consider the prices submitted by the responder to be proprietary or trade secret materials.

MDH reserves the right to reject a claim that any particular information in an application is trade secret information if it determines the applicant has not met the burden of establishing that the information constitutes a trade secret. MDH will not consider the budgets submitted by applicants to be proprietary or trade secret materials. Use of generic trade secret language encompassing substantial portions of the application or simple assertions of trade secret without substantial explanation of the basis for that designation will be insufficient to warrant a trade secret designation.
If a grant is awarded to an applicant, MDH may use or disclose the trade secret data to the extent provided by law. Any decision by the State to disclose information determined to be trade secret information will be made consistent with the Minnesota Government Data Practices Act (Minnesota Statutes chapter 13) and other relevant laws and regulations. If certain information is found to constitute trade secret information, the remainder of the application will become public; in the event a data request is received for application information, only the trade secret data will be removed and remain nonpublic.

Audits

Per Minn. Stat. §16B.98 (https://www.revisor.mn.gov/statutes/?id=16B.98) Subdivision 8, the grantee’s books, records, documents, and accounting procedures and practices of the grantee or other party that are relevant to the grant or transaction are subject to examination by the granting agency and either the legislative auditor or the state auditor, as appropriate. This requirement will last for a minimum of six years from the grant agreement end date, receipt, and approval of all final reports, or the required period of time to satisfy all state and program retention requirements, whichever is later.

Affirmative Action and Non-Discrimination Requirements for all Grantees

The grantee agrees not to discriminate against any employee or applicant for employment because of race, color, creed, religion, national origin, sex, marital status, status in regard to public assistance, membership or activity in a local commission, disability, sexual orientation, or age in regard to any position for which the employee or applicant for employment is qualified. Minn. Stat. §363A.02 (https://www.revisor.mn.gov/statutes/?id=363A.02). The grantee agrees to take affirmative steps to employ, advance in employment, upgrade, train, and recruit minority persons, women, and persons with disabilities.

The grantee must not discriminate against any employee or applicant for employment because of physical or mental disability in regard to any position for which the employee or applicant for employment is qualified. The grantee agrees to take affirmative action to employ, advance in employment, and otherwise treat qualified disabled persons without discrimination based upon their physical or mental disability in all employment practices such as the following: employment, upgrading, demotion or transfer, recruitment, advertising, layoff or termination, rates of pay or other forms of compensation, and selection for training, including apprenticeship. Minnesota Rules, part 5000.3500 (https://www.revisor.mn.gov/rules/?id=5000.3500).

The grantee agrees to comply with the rules and relevant orders of the Minnesota Department of Human Rights issued pursuant to the Minnesota Human Rights Act.
2.5 Review and Selection Process

Review Process

Funding will be allocated through a competitive process with review by a committee representing diverse professionals in public health and environmental justice with content and community specialist knowledge. The review committee will evaluate all eligible and complete applications that are received by the due date of 4:30 pm, Central Standard Time, on Thursday, October 31, 2019. Only content within an application may be considered by the review committee.

MDH will review all committee recommendations and is responsible for award decisions. **The award decisions of MDH are final and not subject to appeal.** Additionally:

- MDH reserves the right to withhold the distribution of funds in cases where proposals submitted do not meet the necessary criteria.
- The RFP does not obligate MDH to award a grant agreement or complete the project, and MDH reserves the right to cancel this RFP if it is considered to be in its best interest.
- MDH reserves the right to waive minor irregularities or request additional information to further clarify or validate information submitted in the application, provided the application, as submitted, substantially complies with the requirements of this RFP. There is, however, no guarantee MDH will look for information or clarification outside of the submitted written application. Therefore, it is important that all applicants ensure that all sections of their application are complete to avoid the possibility of failing an evaluation phase or having their score reduced for lack of information.

Selection Criteria and Weight

The review committee will be reviewing each applicant on a 130 point scale. A standardized scoring system will be used to determine the extent to which the applicant meets the selection criteria.

The scoring factors that applications will be judged are based on Appendix F: Grant Review Score Sheet.

Grantee Past Performance and Due Diligence Review Process

- It is the policy of the State of Minnesota to consider a grant applicant's past performance before awarding subsequent grants to them.
- State policy requires states to conduct a financial review prior to a grant award made of $25,000 and higher to a nonprofit organization, in order to comply with [Policy on the Financial Review of Nongovernmental Organizations](https://mn.gov/admin/assets/grants_policy_08-06_tcm36-207113.pdf)

Notification

MDH will provide written notification via email of selection or rejection to all grant applicants by December 20, 2019. Applicants may be required to provide additional information for the
work to be performed, including a detailed estimate invoice showing specific materials, labor, time, etc.

If awarded a grant, no work shall begin until all required signatures have been obtained on the grant agreement, and the grantee receives a signed copy of the grant agreement.
RFP Part 3: Application and Submission Instructions

3.1 Application Deadline

All applications must be received by MDH no later than 4:30 p.m. Central Time, on Thursday, October 31, 2019. If applications are mailed, they must be received by MDH by the deadline.

Late applications will not be accepted. It is the applicant’s sole responsibility to allow sufficient time to address all potential delays caused by any reason whatsoever. MDH will not be responsible for delays caused by mail, delivery, computer or technology problems.

3.2 Application Submission Instructions

Electronic applications are preferred, however both electronic and mail submissions will be accepted.

Applications submitted electronically must be emailed to:
Michelle Gin
michelle.gin@state.mn.us

Applications submitted by mail must be sent to:
Michelle Gin
Toxic Free Kids Communications Planner
Minnesota Department of Health
P.O. Box 64975
Saint Paul, Minnesota 55164-0975

3.3 Application Instructions

You must submit the following in order for the application to be considered complete:

▪ Project Narrative (Appendix B)
▪ Work Plan (Appendix C)
▪ Budget Justification Form (Use of Attachment A Budget Template (Excel) is preferred, though applicants may instead use Appendix D)
▪ Due Diligence Review Form (for grant requests from non-governmental organizations) (Appendix E)

Use the checklist provided in Appendix A to make sure applications are complete. Incomplete applications will be rejected and not evaluated.

Applications must include all required application materials, including attachments. Do not provide any materials that are not requested in this RFP, as such materials will not be considered nor evaluated. MDH reserves the right to reject any application that does not meet these requirements.
SKIN LIGHTENING PRODUCTS PUBLIC AWARENESS AND EDUCATION GRANT

By submitting an application, each applicant warrants that the information provided is true, correct, and reliable for purposes of evaluation for potential grant award. The submission of inaccurate or misleading information may be grounds for disqualification from the award, as well as subject the applicant to suspension or debarment proceedings and other remedies available by law.

All costs incurred in responding to this RFP will be borne by the applicant.
RFP Part 4: Attachments

Attachment A: Budget Template (Excel)
(https://www.health.state.mn.us/communities/environment/skin/docs/budgettemplate.xlsx)
Appendix A: Application Checklist

Use this checklist to ensure that all the required items are included in the grant application. A complete application will include the following:

- Project Narrative (Appendix B)
- Work Plan (Appendix C)
- Budget Justification Form (Use of Attachment A Budget Template (Excel) is preferred, though applicants may instead use Appendix D)
- Due Diligence Review Form (for grant requests from non-governmental organizations) (Appendix E)

Any application that does not include all required items will be considered incomplete, will not be scored, and will not be eligible for funding.
Appendix B: Project Narrative

The project narrative and work plan describes your organization and details what you intend to accomplish through the grant program. Successful grant applications will include the following information.

Organization Contact Information

Organization's Legal Name:
Organization is a community-based organization: ☐ Yes ☐ No
Organization is a non-profit: ☐ Yes ☐ No
Organization is a local public health entity: ☐ Yes ☐ No
Contact Name and Title:
Mailing Address:
Street Address (if different from mailing address):
Phone:
Email:
Website:

SECTION 1: Organizational Capacity (typed 2 page limit)

1. Summary of organization’s history, mission, and values.
2. Description of the administrative structure of the organization, including a list of staff who will conduct the project and their training and expertise
3. Description of past and/or current education programs and services provided by the organization.
4. Describe key elements that show organizational capacity to implement a skin lightening products public awareness and education program, including:
   a. Previous experience implementing skin lightening products awareness and education initiatives
   b. Capacity to serve the targeted population
   c. Capacity to apply learnings from evaluation in order to strengthen the project
   d. Describe any anticipated start-up time that might be involved
5. Projects may collaborate with other organizations, businesses, or entities to achieve project goals, but collaboration is not required. If there is a collaboration, provide description and purpose of collaborators.

SECTION 2: Project Narrative (typed 4 page limit)

1. Description of the geographic area in Minnesota in which you propose to conduct a skin lightening products public awareness and education project.
2. Identify target population and describe the need for a skin lightening products public awareness and education project.
3. Identify who in the supply chain will be a targeted? Consumer, retailer, supplier, and/or manufacturer.
4. Summary of the project and how the project enhances awareness and education about skin lightening products over the next two years.
SKIN LIGHTENING PRODUCTS PUBLIC AWARENESS AND EDUCATION GRANT

5. Statement of the proposed goals and outcomes of the project.
6. Describe public awareness and education activities that are culturally specific, community-based, and focus on any or all of the following:
   ▪ Potential exposure to mercury from skin lightening products
   ▪ Could include information about hydroquinone and steroids in skin lightening products
   ▪ The dangers of exposure to mercury through dermal absorption, inhalation, hand-to-mouth contact, and through contact with individuals who have used these skin lightening products
   ▪ The signs and symptoms of mercury poisoning
   ▪ The health effects of mercury poisoning, including the permanent effects on the central nervous system and kidneys
   ▪ The dangers of using these products or being exposed to these products during pregnancy and breastfeeding to the mother and to the infant
   ▪ Knowing how to identify products that contain mercury
   ▪ Proper disposal of the product if the product contains mercury

7. Describe any innovative approaches to raise public awareness and education. Examples of innovative approaches include:
   ▪ Community engagement
   ▪ Audio
   ▪ Audiovisual
   ▪ Graphics
   ▪ Translation
   ▪ Social media
   ▪ Other creative approaches

8. Describe scientific and credible sources of where you will collect your health and disposal information from.
9. Plans for documenting project outcomes (for example: collecting pictures at an event, issuing a press release, collecting participant stories, copies of developed materials, analytics from social media and web, headcount at events, etc.).
10. Summary of how the project will be evaluated; how success will be measured, recorded, and reported. **Grant applications that do not evaluate their project will not be considered.**

SECTION 3: Work Plan (no page limit)

Use the provided Appendix C: Work Plan template to note program objectives, the activities by which you will achieve those objectives, a timeline for activities, and associated evaluation activities. The work plan should be feasible and objectives should be measurable. The work plan will be reviewed, revised and approved by MDH and the final work plan will be incorporated in the contract.

SECTION 4: Budget and Budget Justification (no page limit)

- Budget includes an accurate, itemized projection of costs for each task, deliverable, and product.
- Complete the following budget forms:
  - Due Diligence Review Form
SECTION 5: Equity and Diversity in Grant Making

Per Office of Grants Management (OGM) Policy 08-02, “Competitive grant review criteria and standardized scoring systems must include and identify how a state agency’s grant process will implement diversity in grant-making... The scoring system must include weighted criteria that identifies verifiable and measureable diversity, equity, and inclusion in grant-making outcomes and/or grantee performance.” Please refer to OGM Policy 08-02 (https://mn.gov/admin/assets/08-02%20grants%20policy%20revision%20September%202017%20final_tcm36-312046.pdf) to read the full policy including procedure steps, definitions, and scope.

- Description of how this grant addresses unmet needs or includes a needs assessment to identify needs is included.
- Skin lightening products impact many communities of color. Applications may demonstrate service to diverse populations beyond racial and ethnic communities, such as:
  - LGBTQI communities
  - Disability status
  - Veterans
  - People living in poverty
  - Children
Appendix C: Work Plan Template

JANUARY 2020 – MARCH 31, 2022

Please provide a detailed work plan for the project. Projects may begin January 2020 or at a later date. Include planning, implementation, and evaluation time. Copy and paste to add as many goals, objectives, and activities as necessary.

A goal is a desired result you want to achieve, and is typically broad and long-term.

An objective is a measurable, tangible, mid to short term action that must be taken to achieve the overall goal.

An activity further breaks down the objective in a precise plan of action.

**Goal 1**

Insert Goal 1 here.

**Objective 1.1**

Insert Objective 1.1 here.

<table>
<thead>
<tr>
<th>Activity Description</th>
<th>Estimated Completion Date</th>
<th>Responsible Party</th>
</tr>
</thead>
<tbody>
<tr>
<td>Insert an activity for Goal 1, Objective 1.1</td>
<td>Insert an estimated complete date for activity here.</td>
<td>Insert responsible party for this activity here.</td>
</tr>
<tr>
<td>Add as many rows as you need</td>
<td>Insert an estimated complete date for activity here.</td>
<td>Insert responsible party for this activity here.</td>
</tr>
</tbody>
</table>

**Objective 1.2**

Insert Objective 1.2 here.

<table>
<thead>
<tr>
<th>Activity Description</th>
<th>Estimated Completion Date</th>
<th>Responsible Party</th>
</tr>
</thead>
<tbody>
<tr>
<td>Insert an activity for Goal 1, Objective 1.2</td>
<td>Insert an estimated complete date for activity here.</td>
<td>Insert responsible party for this activity here.</td>
</tr>
</tbody>
</table>
### Objective 1.3
Insert Objective 1.3 here.

<table>
<thead>
<tr>
<th>Activity Description</th>
<th>Estimated Completion Date</th>
<th>Responsible Party</th>
</tr>
</thead>
<tbody>
<tr>
<td>Insert an activity for Goal 1, Objective 1.3</td>
<td>Insert an estimated complete date for activity here.</td>
<td>Insert responsible party for this activity here.</td>
</tr>
<tr>
<td>Insert as many rows as needed</td>
<td>Insert an estimated complete date for activity here.</td>
<td>Insert responsible party for this activity here.</td>
</tr>
</tbody>
</table>

### Goal 2
Insert Goal 2 here.

### Objective 2.1
Insert Objective 2.1 here.

<table>
<thead>
<tr>
<th>Activity Description</th>
<th>Estimated Completion Date</th>
<th>Responsible Party</th>
</tr>
</thead>
<tbody>
<tr>
<td>Insert an activity for Goal 2, Objective 2.1</td>
<td>Insert an estimated complete date for activity here.</td>
<td>Insert responsible party for this activity here.</td>
</tr>
<tr>
<td>Insert as many rows as needed</td>
<td>Insert an estimated complete date for activity here.</td>
<td>Insert responsible party for this activity here.</td>
</tr>
</tbody>
</table>

### Objective 2.2
Insert Objective 2.2 here.

<table>
<thead>
<tr>
<th>Activity Description</th>
<th>Estimated Completion Date</th>
<th>Responsible Party</th>
</tr>
</thead>
<tbody>
<tr>
<td>Insert an activity for Goal 2, Objective 2.2</td>
<td>Insert an estimated complete date for activity here.</td>
<td>Insert responsible party for this activity here.</td>
</tr>
<tr>
<td>Activity Description</td>
<td>Estimated Completion Date</td>
<td>Responsible Party</td>
</tr>
<tr>
<td>------------------------------------------</td>
<td>----------------------------------------------------------------</td>
<td>--------------------------------------------------------</td>
</tr>
<tr>
<td>Insert as many rows as needed</td>
<td>Insert an estimated complete date for activity here.</td>
<td>Insert responsible party for this activity here.</td>
</tr>
</tbody>
</table>
Appendix D: Budget Justification Form

Instructions
Applicants will need to complete a Budget Justification Form for each of the years listed below.

- January 1, 2020 to June 30, 2020
- July 1, 2020 to June 30, 2021
- July 1, 2021 to March 31, 2022

The categories listed below (salary/fringe, contractual services, travel, supplies/expenses, other, and indirect) describe the costs that may be included in each category and correspond to the sections in the Budget Justification Form.

Salary and Fringe

For each proposed funded position, indicate the title, the full time equivalent (FTE) on this grant (see example below), the expected rate of pay, and the total amount applicant expects to pay the position for the year. Grant funds can be used for salary and fringe benefits for staff members directly involved in applicant’s proposed activities.

Salaries should be supported by some method of time tracking in order to be included in the Salary and Fringe line. Any salary and fringe expenses not supported by time tracking documentation and not approved by MDH are unallowable and may not be charged to this grant.

**Full time equivalent (FTE):** The percentage of time a person will work on this grant project. Each position that will work on this grant should show the following information:

**EXAMPLE 1** (more often seen among non-profits):

**Youth Coordinator**

$25/hourly rate
x 300 hours
$7,500 salary

Multiply salary by your agency’s fringe rate:

$7,500 salary
x 23% fringe rate (use your agency fringe rate, 23% is just an example)
$1,725 fringe amount

Now add the salary and the fringe amount together:

$7,500 annual salary
+$1,725 fringe
$9,225/annual salary and fringe total

**EXAMPLE 2** (more often seen among local public health):

**Public Health Nurse:**
$30.40/hourly rate  
\[ \times 2,080/\text{annual hours} \] (or whatever your agency annual standard is)  
$63,232 annual salary  

**Multiply annual salary by your agency’s fringe rate:**  

$63,232 annual salary  
\[ \times 23\% \text{ fringe rate} \] (use your agency fringe rate, 23% is just an example)  
$14,543 fringe amount  

**Provide the breakdown of what your fringe rate includes:**  

6.20% - FICA  
1.45% - Medicare  
3.00% - Retirement  
12.35% - Insurance  
23.00% - total Fringe rate  

**Now add the annual salary and the fringe amount together:**  

$63,232 annual salary  
\[ +$14,543 \text{ fringe} \]  
$77,775/annual salary and fringe total  

**Multiply the annual salary and fringe total by the FTE being charged to this grant:**  

$77,775 annual salary and fringe total  
\[ \times .50 \text{ FTE assigned to grant} \]  
$38,888 total to be charged to grant for this position  

**Contractual Services**  

Applicants may use their award to contract for services directly related to the goals of the grant program. The application must identify any subcontracts that will occur as part of carrying out the duties of this grant program in the proposed budget. The use of contractual services is subject to State review and may change based on final work plan and budget negotiations with selected grantees.  

Applications must include:  
- description of services to be contracted;  
- anticipated contractor/consultant’s name (if known) or selection process to be used;  
- length of time the services will be provided; and,  
- total amount to be paid to contractor.  

**Travel**  

List the expected travel costs for staff working on the grant, including mileage, parking, hotel, and meals. Grant funds cannot be used for travel outside of Minnesota without prior written approval from MDH.  

Mileage will be reimbursed at the IRS rate at the time the request for reimbursement is made.
Supplies and Expenses

Briefly explain the expected costs for items and services the applicant will purchase to complete the activities of the grant program. Grant funds may not be used to purchase any individual piece of equipment that costs more than $5,000, or for major capital improvements to property.

Items purchased for use under this grant as well as other programs and activities must be prorated to reflect fair share of the expense to each program. For example, a computer is purchased for one staff person who works .5 FTE on this grant and .5 FTE on other programs. The cost for that computer should be paid for at 50% by this grant and by 50% by the other program.

Other

Include in this section any expenses the applicant expects to have for other items that do not fit in any other category. Grant funds cannot be used for capital purchases, permanent improvements; cash assistance paid directly to individuals; or any cost not directly related to the grant.

Indirect Costs

Indirect costs are expenses of doing business that cannot be directly attributed to a specific grant program or budget line item. These costs are often allocated across an entire agency/organization and may include administrative, executive and/or supervisory salaries and fringe, rent, facilities maintenance, insurance premiums, or others.

If the applicant will be using a federally negotiated indirect cost rate, you will need to submit with your application your most current federally approved indirect rate. Organizations without a federally negotiated indirect cost rate may allocate up to 10% of their direct expenses in the budget for indirect costs, per MDH policy for State funds.
Budget Justification Form

Applicants must submit a budget narrative and budget summary that provides an overview of how funds will be used during the grant (July 1, 2019 – March 31, 2022). **Applicants are strongly encouraged to use the Microsoft Excel template (Attachment A: Budget Template (Excel)) provided on the Skin Lightening Products RFP webpage.** Most Minnesota libraries – including all metro county libraries and libraries in Rochester, Duluth, Mille Lacs, Moorhead and Owatonna – provide free access to Microsoft Excel. Applicants who are unable to use the Microsoft Excel template provided on the website may submit their budget in another format that provides the same information below. There are four tabs/sheets in the Excel budget template:

1. Budget Template Instructions
2. MDH Policy and Guidance on Indirect Costs
3. Year 1 Budget Narrative (applicants must complete this sheet)
4. Year 2 Budget Narrative (applicants must complete this sheet)
5. Year 3 Budget Narrative (applicants must complete this sheet)
6. Budget Summary (auto-fills once applicants complete Tabs 3, 4, and 5)

If applicants do not use Attachment A: Budget Template (Excel) to submit their budget narrative and budget summary, then applicants must use the following form:

_Complete one form for each fiscal year (July 1, 2019 – June 30, 2020, July 1, 2020 – June 30, 2021, and July 1, 2021 – March 31, 2022)._

**MDH Grant Program Name:**

**Applicant Agency:**

**Contact Person:**

**Phone Number:**

**Email Address:**

**Budget Period:** July 1, 20__ to _____________

**Revision # (MDH use only):**

**1. Salary and Fringe:** For each proposed funded position, list the title, the full time equivalent based on 2,080 hours/year, the expected rate of pay, fringe rate (%), total annual salary and fringe, and the percent of each position being charged to the grant.

**Justification:**

| Total Salary and Fringe | $ |
## 2. Contractual Services:
List the services that are expected to be contracted out, the contractor’s or consultant’s name, whether the contractor is non-profit or for-profit, the length of time the services will be provided and the total amount expected to be paid. Supplies and travel of contractor should be included, if applicable. Itemize equipment rented or leased for the project.

*Justification:*

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Contractual Services</strong></td>
<td>$</td>
</tr>
</tbody>
</table>

## 3. Travel:
Explain the expected instate travel costs, including mileage, parking, hotel and meals. If program staff will travel, itemize the costs, frequency and the nature of the travel.

*Justification:*

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Travel</strong></td>
<td>$</td>
</tr>
</tbody>
</table>

## 4. Supplies and Expenses:
Briefly explain the expected costs for items and services the applicant will purchase to complete the activities of the grant program. Grant funds may not be used to purchase any individual piece of equipment that costs more than $5,000, or for major capital improvements to property.

*Justification:*

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Supplies and Expenses</strong></td>
<td>$</td>
</tr>
</tbody>
</table>

## 5. Other:
Briefly describe any expenses that do not fit in any other category.

*Justification:*

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Other</strong></td>
<td>$</td>
</tr>
</tbody>
</table>

## 6. SUBTOTAL (sum of lines 1 through 5):

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SUBTOTAL</strong></td>
<td>$</td>
</tr>
</tbody>
</table>
7. **Indirect Costs**: If applicable, enter the indirect cost rate below. In the box to the right, enter the amount of indirect costs being requested. Maximum indirect rate is 10% of line 6, Subtotal of Direct Expenses.

<table>
<thead>
<tr>
<th>Indirect cost rate:</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total Indirect</strong></td>
<td>$</td>
</tr>
</tbody>
</table>

8. **TOTAL** (sum of line 6 + line 7)

<table>
<thead>
<tr>
<th></th>
<th>$</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TOTAL</strong></td>
<td>$</td>
</tr>
</tbody>
</table>
Appendix E: Due Diligence Review Form

The Minnesota Department of Health (MDH) conducts pre-award assessments of all grant recipients prior to award of funds in accordance with federal, state and agency policies. The Due Diligence Review is an important part of this assessment.

These reviews allow MDH to better understand the capacity of applicants and identify opportunities for technical assistance to those that receive grant funds.

<table>
<thead>
<tr>
<th>Organization</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organization Name:</td>
<td></td>
</tr>
<tr>
<td>Organization Address:</td>
<td></td>
</tr>
<tr>
<td>If the organization has an Employer Identification Number (EIN), please provide EIN here:</td>
<td></td>
</tr>
<tr>
<td>If the organization has done business under any other name(s) in the past five years, please list here:</td>
<td></td>
</tr>
<tr>
<td>If the organization has received grant(s) from MDH within the past five years, please list here:</td>
<td></td>
</tr>
</tbody>
</table>

Section 1: To be completed by all organization types

<table>
<thead>
<tr>
<th>Section 1: Organization Structure</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. How many years has your organization been in existence?</td>
<td></td>
</tr>
<tr>
<td>☐ Less than 5 years (5 points)</td>
<td></td>
</tr>
<tr>
<td>☐ 5 or more years (0 points)</td>
<td></td>
</tr>
<tr>
<td>2. How many paid employees does your organization have (part-time and full-time)?</td>
<td></td>
</tr>
<tr>
<td>☐ 1 (5 points)</td>
<td></td>
</tr>
<tr>
<td>☐ 2-4 (2 points)</td>
<td></td>
</tr>
<tr>
<td>☐ 5 or more (0 points)</td>
<td></td>
</tr>
<tr>
<td>3. Does your organization have a paid bookkeeper?</td>
<td></td>
</tr>
<tr>
<td>☐ No (3 points)</td>
<td></td>
</tr>
<tr>
<td>☐ Yes, an internal staff member (0 points)</td>
<td></td>
</tr>
<tr>
<td>☐ Yes, a contracted third party (0 points)</td>
<td></td>
</tr>
</tbody>
</table>

SECTION 1 POINT TOTAL
### Section 2: To be completed by all organization types

<table>
<thead>
<tr>
<th>Section 2: Systems and Oversight</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>4. Does your organization have internal controls in place that require approval before funds can be expended?</td>
<td></td>
</tr>
<tr>
<td>☐ No (6 points)</td>
<td>☐ Yes (0 points)</td>
</tr>
<tr>
<td>5. Does your organization have written policies and procedures for the following processes?</td>
<td></td>
</tr>
<tr>
<td>• Accounting</td>
<td></td>
</tr>
<tr>
<td>• Purchasing</td>
<td></td>
</tr>
<tr>
<td>• Payroll</td>
<td></td>
</tr>
<tr>
<td>☐ No (3 points)</td>
<td>☐ Yes, for one or two of the processes listed, but not all (2 points)</td>
</tr>
<tr>
<td>6. Is your organization’s accounting system new within the past twelve months?</td>
<td></td>
</tr>
<tr>
<td>☐ No (0 points)</td>
<td>☐ Yes (1 point)</td>
</tr>
<tr>
<td>7. Can your organization’s accounting system identify and track grant program-related income and expense separate from all other income and expense?</td>
<td></td>
</tr>
<tr>
<td>☐ No (3 points)</td>
<td>☐ Yes (0 points)</td>
</tr>
<tr>
<td>8. Does your organization track the time of employees who receive funding from multiple sources?</td>
<td></td>
</tr>
<tr>
<td>☐ No (1 point)</td>
<td>☐ Yes (0 points)</td>
</tr>
</tbody>
</table>

**SECTION 2 POINT TOTAL**
### Section 3: To be completed by all organization types

<table>
<thead>
<tr>
<th>Question</th>
<th>Options</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>9. If required, has your organization had an audit conducted by an independent Certified Public Accountant (CPA) within the past twelve months?</td>
<td>☐ Not Applicable (N/A) (0 points) – if N/A, skip to question 10</td>
<td></td>
</tr>
<tr>
<td></td>
<td>☐ No (5 points) – if no, skip to question 10</td>
<td></td>
</tr>
<tr>
<td></td>
<td>☐ Yes (0 points) – if yes, answer question 9A</td>
<td></td>
</tr>
<tr>
<td>9A. Are there any unresolved findings or exceptions?</td>
<td>☐ No (0 points)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>☐ Yes (1 point) – if yes, attach a copy of the management letter and a written explanation to include the finding(s) and why they are unresolved.</td>
<td></td>
</tr>
<tr>
<td>10. Have there been any instances of misuse or fraud in the past three years?</td>
<td>☐ No (0 points)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>☐ Yes (5 points) – if yes, attach a written explanation of the issue(s), how they were resolved and what safeguards are now in place.</td>
<td></td>
</tr>
<tr>
<td>11. Are there any current or pending lawsuits against the organization?</td>
<td>☐ No (0 points) – If no, skip to question 12</td>
<td></td>
</tr>
<tr>
<td></td>
<td>☐ Yes (3 points) – If yes, answer question 11A</td>
<td></td>
</tr>
<tr>
<td>11A. Could there be an impact on the organization’s financial status or stability?</td>
<td>☐ No (0 points) – if no, attach a written explanation of the lawsuit(s), and why they would not impact the organization’s financial status or stability.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>☐ Yes (3 points) – if yes, attach a written explanation of the lawsuit(s), and how they might impact the organization’s financial status or stability.</td>
<td></td>
</tr>
<tr>
<td>12. From how many different funding sources does total revenue come from?</td>
<td>☐ 1-2 (4 points)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>☐ 3-5 (2 points)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>☐ 6+ (0 points)</td>
<td></td>
</tr>
</tbody>
</table>

**SECTION 3 POINT TOTAL**
Section 4: To be completed by nonprofit organizations with potential to receive award over $25,000 (excluding formula grants)

Office of Grants Management Policy 08-06 requires state agencies to assess a recent financial statement from nonprofit organizations before awarding a grant of over $25,000 (excluding formula grants).

<table>
<thead>
<tr>
<th>Section 4: Nonprofit Financial Review</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Does your nonprofit have tax-exempt status from the IRS?</td>
<td>Unscored</td>
</tr>
<tr>
<td>☐ No - If no, go to question 14</td>
<td></td>
</tr>
<tr>
<td>☐ Yes – If yes, answer question 13A</td>
<td></td>
</tr>
<tr>
<td>13A. What is your nonprofit’s IRS designation?</td>
<td>Unscored</td>
</tr>
<tr>
<td>☐ 501(c)3</td>
<td></td>
</tr>
<tr>
<td>☐ Other, please list:</td>
<td></td>
</tr>
<tr>
<td>2. What was your nonprofit’s total revenue (income, including grant funds) in the most recent twelve-month accounting period?</td>
<td>Unscored</td>
</tr>
<tr>
<td>Enter total revenue here:</td>
<td></td>
</tr>
<tr>
<td>3. What financial documentation will you be attaching to this form?</td>
<td>Unscored</td>
</tr>
<tr>
<td>☐ If your answer to question 14 is less than $50,000, then attach your most recent Board-approved financial statement</td>
<td></td>
</tr>
<tr>
<td>☐ If your answer to question 14 is $50,000 - $750,000, then attach your most recent IRS form 990</td>
<td></td>
</tr>
<tr>
<td>☐ If your answer to question 14 is more than $750,000, then attach your most recent certified financial audit</td>
<td></td>
</tr>
</tbody>
</table>

Signature

I certify that the information provided is true, complete and current to the best of my knowledge.

SIGNATURE:

NAME & TITLE: [insert name and title]

PHONE NUMBER: [insert phone number]

EMAIL ADDRESS: [insert email address]
Appendix F: Grant Review Score Sheet

SKIN LIGHTENING PRODUCTS PUBLIC AWARENESS AND EDUCATION

Applicant Name:
Applicant Address:
Reviewer Name/Code:
Project Title:
MDH Program Area: Health Risk Intervention Unit, Environmental Health
MDH Program Contact: Michelle Gin, 651-201-4825, michelle.gin@state.mn.us

A numerical scoring system will be used to evaluate eligible applications. Scores will be used to develop final recommendations.

Applicants are encouraged to score their own application using the evaluation score-sheet before submitting their application. This step is not required, but may help ensure applications address the criteria evaluators will use to score applications.

GRANT AUTHORIZATION PRIORITY (__/10 points)

Has the applicant’s organization historically served ethnic communities at significant risk from these products?
☐ Yes (5 pts) ☐ No (0 pts)

Grant applications that demonstrate the organization has historically served ethnic communities at significant risk from these products will have 5 points added to their total score.

Has the applicant’s organization historically had access to state grant funding?
☐ Yes (0 pts) ☐ No (5 pts)

Grant applicants that have not historically had access to state grant funding will have 5 points added to their total score.

Rating Table

<table>
<thead>
<tr>
<th>Score</th>
<th>Score description</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>Outstanding level of quality; significantly exceeds all aspects of the minimum requirements; high probability of success; no significant weaknesses.</td>
</tr>
<tr>
<td>Score</td>
<td>Score description</td>
</tr>
<tr>
<td>-------</td>
<td>-------------------</td>
</tr>
<tr>
<td>4</td>
<td>Substantial response; meets in all aspects and in some cases exceeds, the minimum requirements; good probability of success; no significant weaknesses.</td>
</tr>
<tr>
<td>3</td>
<td>Generally meets minimum requirements; probability of success; significant weaknesses, but correctable.</td>
</tr>
<tr>
<td>2</td>
<td>Lack of essential information; low probability for success; significant weaknesses, but correctable.</td>
</tr>
<tr>
<td>1</td>
<td>Fails to meet minimum requirements; little likelihood of success; needs major revision to make it acceptable.</td>
</tr>
</tbody>
</table>

### SECTION 1: Organizational Capacity (20 points possible)

<table>
<thead>
<tr>
<th>Score</th>
<th>Summary of organization’s history, mission, and values.</th>
<th>Multiplier</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Description of the organization, including a list of staff who will conduct the project and their training and expertise.</td>
<td>.2</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Description of past and/or current education and outreach programs and services provided by the organization(s).</td>
<td>.4</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Previous experience implementing skin lightening products awareness and education initiatives.</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Capacity to serve the targeted population.</td>
<td>.8</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Capacity to apply learnings from evaluation in order to strengthen the project.</td>
<td>.4</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Timeline includes any anticipated start-up time that might be involved.</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Description of collaborators and purpose.</td>
<td>.2</td>
<td></td>
</tr>
</tbody>
</table>

| SECTION 1 TOTAL | |

*Note: Collaboration was not a requirement, so applicants could score >20 points on this section.*

### SECTION 1 Notes:
### SECTION 1: Organizational Capacity (20 points possible)

<table>
<thead>
<tr>
<th>SCORE</th>
<th>Description</th>
<th>Multiplier</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.0</td>
<td>Geographic area in Minnesota to conduct a skin lightening products public awareness and education project is clearly identified.</td>
<td></td>
<td>0.2</td>
</tr>
<tr>
<td>1.0</td>
<td>Identified target population and description of the need for a skin lightening products public awareness and education project.</td>
<td></td>
<td>0.8</td>
</tr>
<tr>
<td>0.5</td>
<td>Identified who in the supply chain will be a targeted: Consumer, retailer, supplier, and/or manufacturer.</td>
<td></td>
<td>0.5</td>
</tr>
<tr>
<td>1.5</td>
<td>Sufficient detail of the project and how the project enhances awareness and education about skin lightening products over the next two years.</td>
<td></td>
<td>1.5</td>
</tr>
<tr>
<td>1.5</td>
<td>Proposed goals and outcomes of the project align with the scope of the work.</td>
<td></td>
<td>1.5</td>
</tr>
</tbody>
</table>

### Section 2 and 3: Project Narrative and Work Plan (60 points possible)

<table>
<thead>
<tr>
<th>SCORE</th>
<th>Description</th>
<th>Multiplier</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.5</td>
<td>Does the application provide public awareness and education activities that are culturally specific, community-based, and focus on any or all of the following:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.0</td>
<td>1. Potential exposure to mercury from skin lightening products</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Could include information about hydroquinone and steroids in skin lightening products, but not required</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.0</td>
<td>2. The dangers of exposure to mercury through dermal absorption, inhalation, hand-to-mouth contact, and through contact with individuals who have used these skin lightening products</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.0</td>
<td>3. The signs and symptoms of mercury poisoning</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.0</td>
<td>4. The health effects of mercury poisoning, including the permanent effects on the central nervous system and kidneys</td>
<td></td>
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<tr>
<td>1.0</td>
<td>5. The dangers of using these products or being exposed to these products during pregnancy and breastfeeding to the mother and to the infant</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.0</td>
<td>6. Knowing how to identify products that contain mercury</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.0</td>
<td>7. Proper disposal of the product if the product contains mercury</td>
<td></td>
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<tr>
<td></td>
<td>No multiplier</td>
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<td></td>
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</tbody>
</table>
### Section 2 and 3: Project Narrative and Work Plan (60 points possible)

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>☐</td>
<td>No (0 points)</td>
<td></td>
</tr>
<tr>
<td>☐</td>
<td>Yes, 1-3 areas (2 points)</td>
<td></td>
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<tr>
<td>☐</td>
<td>Yes, 4-5 areas (6 points)</td>
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<tr>
<td>☐</td>
<td>Yes, 6-7 areas (10 points)</td>
<td></td>
</tr>
</tbody>
</table>

The project utilizes innovative approaches to raise public awareness and education. Examples of innovative approaches include:

- Community engagement
- Audio
- Audiovisual
- Graphics
- Translation
- Social media
- Other creative approaches

Scientific and credible sources are identified of where health and disposal information will be collected.

Clear plan to document project outcomes (examples: collecting pictures at events, press releases, collecting participant stories, copies of developed materials, analytics from social media and web, headcount at events, etc.).

Clearly states how the project will be evaluated and how success will be measured, recorded, and reported. Grant applications that do not evaluate their project will not be considered.

### SECTION 2 TOTAL

### SECTION 2 Notes:

### Section 4: Budget and Budget Justification (30 points possible)

<p>| | | |</p>
<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Budget includes an accurate, itemized projection of costs for each task, deliverable, and product.</td>
<td>Multiplier</td>
<td>Total</td>
</tr>
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<td></td>
<td>.5</td>
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</tbody>
</table>
### Section 4: Budget and Budget Justification (30 points possible)

<table>
<thead>
<tr>
<th>Description</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clear and sufficient details of cost for each work task identified in the work plan.</td>
<td>1.5</td>
</tr>
<tr>
<td>Sufficient documentation to indicate that the work can be completed within the proposed time period and budget.</td>
<td>1.5</td>
</tr>
<tr>
<td>The budget consistent with the proposed objectives.</td>
<td>1</td>
</tr>
<tr>
<td>Budget justification provides adequate detail in how funds will be accounted for and spent.</td>
<td>.5</td>
</tr>
</tbody>
</table>

### SECTION 4 TOTAL


### SECTION 4 Notes:

### Section 5: Equity and Diversity in Grant Making (10 points possible)

Per Office of Grants Management (OGM) Policy 08-02, “Competitive grant review criteria and standardized scoring systems must include and identify how a state agency’s grant process will implement diversity in grant-making... The scoring system must include weighted criteria that identifies verifiable and measureable diversity, equity, and inclusion in grant-making outcomes and/or grantee performance.” Please refer to [OGM Policy 08-02](#) to read the full policy including procedure steps, definitions, and scope.

<table>
<thead>
<tr>
<th>Description of how this grant addresses unmet needs or includes a needs assessment to identify needs is included.</th>
<th>Multiplier</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1.5</td>
<td></td>
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</table>

Skin lightening products impacts all communities of color. Application demonstrates service to diverse populations beyond racial and ethnic communities, such as:

- LGBTQI communities
- Disability status
- Veterans
- People living in poverty
- Children

<table>
<thead>
<tr>
<th>Multiplier</th>
<th>Total</th>
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<tr>
<td>.5</td>
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### SECTION 5 TOTAL


Section 5: Equity and Diversity in Grant Making (10 points possible)

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<table>
<thead>
<tr>
<th>SECTION 5 Notes:</th>
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<tbody>
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</table>

**APPLICATION SCORE**

<table>
<thead>
<tr>
<th>Grant Authorization Priority Score (up to 10 points)</th>
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</thead>
<tbody>
<tr>
<td>SECTION 1 Score (up to 20 points)</td>
</tr>
<tr>
<td>SECTION 2 &amp; 3 Score (up to 60 points)</td>
</tr>
<tr>
<td>SECTION 4 Score (up to 30 points)</td>
</tr>
<tr>
<td>SECTION 5 Score (up to 10 points)</td>
</tr>
<tr>
<td>TOTAL (out of 130 points)</td>
</tr>
</tbody>
</table>

Application Notes, Recommended Corrections, Outstanding Questions: