



# FY2027 BPHN Outreach and Education Partners

## **Request for Proposals (RFP)**

**Issued By:** Black Physicians & Healthcare Network (BPHN), a program of the National Center for Children and Families (NCCF)

**RFP Release Date:** June 18, 2026

**Proposal Deadline:** July 10, 2026

**Funding Period:** September 1, 2026 – May 31, 2027

**Contact for Questions:**

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## 1. Overview

The Black Physicians & Healthcare Network (BPHN), a program of the National Center for Children and Families (NCCF), is seeking proposals from qualified community-based organizations, faith-based organizations, healthcare providers, advocacy groups, educational institutions, and other trusted community entities to serve as Outreach and Education Partners for Fiscal Year 2027.

BPHN advances health equity by connecting Black residents in Montgomery County, Maryland to culturally responsive medical, dental, behavioral health, and social support services. Through this RFP, BPHN seeks partners who can provide culturally relevant outreach, education, engagement, and referral activities that improve health literacy, reduce barriers to care, and strengthen community trust.

The Outreach and Education Partnerships are designed to expand BPHN's ability to reach Black residents across Montgomery County through grassroots engagement, trusted messengers, neighborhood-based programming, and targeted health education initiatives.

## 2. Organizational Background

BPHN was established to address longstanding health disparities affecting Black residents in Montgomery County. BPHN serves as a trusted connector between community members



and culturally concordant healthcare providers while supporting health education, navigation, referrals, and coordinated community engagement.

BPHN has built a coalition of over 100 community organizations, healthcare providers, advocates, and stakeholders committed to improving health outcomes for Black communities.

Recent accomplishments include:

- Serving more than 2,100 clients annually through healthcare linkages and care
- Facilitating over 3,600 referrals to healthcare and supportive services
- Hosting community health fairs and wellness events throughout Montgomery County
- Conducting community conversations focused on behavioral health, maternal health, chronic disease prevention, and health literacy
- Expanding outreach through social media, schools, faith institutions, recreation centers, and neighborhood-based partnerships
- Launching targeted initiatives including maternal health outreach, youth engagement, HIV/STI education, and behavioral health awareness campaigns

BPHN's approach centers on culturally responsive engagement, trusted community relationships, and data-informed strategies that improve access to care nearly 100,000 Montgomery County residents.

### 3. Purpose of the RFP

The purpose of this RFP is to identify and fund organizations that can support BPHN's outreach and education efforts by:

- Increasing awareness of available healthcare, behavioral health, dental, and social support services
- Improving health literacy within Black communities
- Connecting residents to culturally responsive healthcare providers and resources
- Reducing barriers to care through trusted community engagement
- Supporting prevention, early intervention, and wellness initiatives
- Promoting community participation in BPHN programs and events
- Providing targeted outreach to underserved and priority populations

Selected partners will work collaboratively with BPHN to implement community-based outreach and education strategies aligned with BPHN's mission and FY2027 priorities.



## 4. Target Populations

BPHN seeks proposals that serve Black residents throughout Montgomery County, including but not limited to the following specific groups:

- Children and Adolescents
- Adult & Adolescent Males
- Pregnant and Postpartum Women
- Women
- Seniors and Older Adults
- Immigrant Communities

Organizations with strong relationships in historically underserved communities are strongly encouraged to apply.

## 5. Scope of Work

Selected Outreach and Education Partners will be expected to implement activities that may include, but are not limited to:

### Outreach Activities

- Conducting community outreach and engagement activities and distributing culturally appropriate educational materials and resources to enhance health and wellness for the targeted population
- Conducting health fairs, wellness events, and community pop-up events for the targeted population
- Conducting outreach at schools, faith-based organizations, recreation centers, food distribution sites, and community gatherings
- Providing one-on-one community engagement and referrals

### Education Activities

- Facilitating workshops, trainings, and presentations
- Providing health education on topics such as:
  - Behavioral Health
  - Chronic Disease Prevention and Management
  - Maternal and Infant Health



- Perinatal Mental Health
- Men's Health
- Perimenopause and Menopause
- Nutrition and Wellness
- HIV/STI prevention and awareness
- Preventive Health Screenings
- Oral Health & Hygiene

## Referral

- Connecting residents to BPHN healthcare navigation and community resources

## Community Collaboration

- Participating in BPHN quarterly meetings and trainings
- Collaborating with other coalition partners
- Supporting countywide outreach initiatives and campaigns
- Sharing data, outcomes, and success stories with BPHN

## 6. Funding Information

BPHN anticipates awarding multiple Outreach and Education partnership agreements through this RFP process. Funding is intended to support innovative, culturally responsive community outreach and health education initiatives aligned with BPHN priorities.

### Estimated Funding Range

- Awards are anticipated to range up to \$60,000 depending on scope, capacity, and proposed deliverables. **(This grant is 100% cost reimbursable and adheres to Montgomery County funding guidelines and cost reimbursable policies.)**
- Funding awards will be based on the strength of the proposal, organizational capacity, projected impact, and alignment with BPHN priorities.
- Funding is contingent upon availability of grant and County funding.

### Funding Period

September 1, 2026, through May 31, 2027.



## Allowable Expenses

Examples of allowable expenses include:

- Personnel and outreach staff
- Community health workers
- Outreach and educational materials
- Event costs and supplies
- Marketing and communications
- Transportation assistance related to outreach activities
- Translation and interpretation services

BPHN reserves the right to approve all budgets and request modifications. All reimbursements are contingent upon invoice submission approval.

## 7. Program Requirements

Selected organizations must:

- Deliver at least 85% of programming in-person
- Maintain consistent communication with BPHN staff
- Participate in quarterly coalition and partner meetings
- Submit monthly reports documenting activities, outcomes, and expenditures
- Maintain appropriate financial and administrative systems
- Participate in monitoring and evaluation activities
- Use culturally responsive and community-informed engagement strategies
- Ensure outreach activities align with BPHN branding and messaging guidelines

Organizations may also be required to:

- Participate in site visits
- Provide success stories, testimonials, and photos
- Attend training sessions and technical assistance meetings
- Coordinate outreach events and activity schedules with BPHN staff



## 8. Expected Deliverables

Deliverables may include:

- Number of outreach events conducted
- Number of participants engaged
- Number of educational workshops delivered
- Number of referrals to BPHN completed
- Attendance records and participant feedback
- Monthly community impact report
- Participation in BPHN coalition activities

Specific deliverables and performance benchmarks will be negotiated with selected partners.

## 9. Eligibility Requirements

Eligible applicants include:

- Community-based organizations
- Nonprofit organizations
- Faith-based organizations
- Healthcare providers and clinics
- Educational institutions
- Behavioral health organizations
- Community coalitions and grassroots groups

Applicants must:

- Demonstrate a history of serving Black communities in Montgomery County using grant funding
- Have experience conducting outreach and/or health education activities
- Demonstrate organizational and financial capacity to manage funds
- Maintain appropriate business licensing and insurance
- Be in good standing with all applicable local, state, and federal requirements



## 10. Proposal Requirements

Applicants must submit the following:

### A. Cover Letter

Include:

- Organization name and contact information
- Primary contact person and contact information
- Brief statement of interest
- Signature from authorized representative

### B. Organizational Overview

Provide:

- Mission and organizational history
- Description of services and programs
- Experience serving Black communities
- Organizational structure and staffing
- Relevant partnerships and collaborations

### C. Program Narrative

Describe:

- Proposed outreach and education activities
- Target population(s)
- Geographic areas to be served
- Community engagement strategy
- Proposed goals and measurable outcomes
- How activities align with BPHN's mission and priorities

### D. Work Plan and Timeline

Include:

- Proposed activities
- Timeline for implementation



- Deliverables and milestones

## E. Budget and Budget Narrative

Provide:

- Detailed line-item budget
- Narrative justification for all expenses

## F. Supporting Documents

Include:

- Organization declaration page
- W-9
- Direct Deposit form
- Proof of insurance

# 11. Proposal Evaluation Criteria

Proposals will be evaluated based on:

Criteria	Points
Organizational Experience and Capacity	20
Community Engagement and Cultural Responsiveness	20
Quality of Proposed Outreach and Education Plan	20
Ability to Reach Priority Populations	15
Budget and Cost Effectiveness	10
Data Collection and Reporting Capacity	15
Total	100

BPHN reserves the right to request additional information or conduct interviews with applicants.



## 12. Reporting and Accountability

Selected partners will be required to submit:

- Monthly activity reports
- Monthly invoice and expenditure reports
- Outcome and performance data
- Event attendance and outreach metrics
- Final program report summarizing activities and impact

BPHN will provide reporting templates and technical assistance.

Failure to comply with reporting requirements may impact future funding eligibility.

## 13. Technical Assistance and Partner Support

BPHN will provide:

- Orientation and onboarding support
- Quarterly coalition meetings
- Branding and outreach guidance
- Data collection templates
- Technical assistance and program support
- Opportunities for collaboration and networking

## 14. Timeline

Activity	Date
RFP Released	June 18, 2026
Proposal Deadline	July 10, 2026
Award Notifications	August 7, 2026
Awardee Orientation	August 10, 2026 – August 17, 2026
Contract Period	September 1, 2026 – May 31, 2027



## 15. Submission Instructions

Applications must be submitted electronically in PDF format to:

- BPHN Program Assistant - Nzube Agha at [nagha@nccf-cares.org](mailto:nagha@nccf-cares.org)
- Subject Line: FY2027 BPHN Outreach and Education Partners Proposal

**Please note that late or incomplete applications will not be accepted or considered.**

## 16. Reservation of Rights

BPHN reserves the right to:

- Reject any or all proposals
- Request revisions or additional information
- Negotiate budgets and scopes of work
- Fund all or part of a proposal
- Cancel or modify the RFP process at any time
- Make awards based on funding availability

## 17. Equal Opportunity Statement

BPHN and NCCF are committed to equitable and inclusive funding practices and encourage applications from organizations led by and serving historically marginalized communities.

## 18. Questions

Questions regarding this RFP must be submitted in writing to:

**Robin Little**

*[rlittle@nccf-cares.org](mailto:rlittle@nccf-cares.org); 202-308-5504*

**Nzube Agha**

*[nagha@nccf-cares.org](mailto:nagha@nccf-cares.org); 301-956-5383*

All questions and responses may be shared with all applicants to ensure fairness and transparency.