



Robert Wood Johnson Foundation

Robert Wood Johnson Foundation **Local Funding Partnerships**



Working together with local funders and organizations so better health can take root in our communities

**2011 Call for Proposals—
Annual Grantmaking Program**

Brief Proposal Deadline

June 30, 2010

Program Overview

(Please refer to specific sections for complete details.)

Purpose

The *Robert Wood Johnson Foundation Local Funding Partnerships* (LFP) program forges relationships between the Robert Wood Johnson Foundation (RWJF) and local grantmakers to fund promising, original projects that can significantly improve the health of vulnerable people in their communities.

Eligibility Criteria (page 6)

- Projects must be new, innovative, collaborative and community-based. Significant program expansions—into new regions or to new populations—may also be considered. Please note that these funds may not be used to maintain existing projects.
- Projects must be nominated by a local grantmaker committed to participating as one of the funding partners.
- Local funding partners must be willing to work with grantees to obtain sufficient dollar-for-dollar matching funds throughout the grant period. These funders may include independent and private foundations, family and community foundations, and corporate and other philanthropies.
- Matching funds must represent new funding specifically designated to support the proposed project. In-kind services may not be used to match Foundation funds for the LFP Annual Grantmaking program.

Selection Criteria (page 9)

Selection criteria are described on page 9. Additional details may be found on the program's Web site (noted below).

Total Awards

- Up to \$5 million is available for the 2011 grant cycle.
- Up to 12 matching grants of between \$200,000 to \$500,000 each will be awarded.

Key Dates and Deadlines

- **May 13 and May 18, 2010**—Optional conference calls for applicants. Information available on the program's Web site.
- **June 30, 2010 (3 p.m. ET)**—Deadline for receipt of Stage 1 brief proposals.
- **September 15, 2010**—Applicants notified if invited to submit a full proposal.
- **November 10, 2010**—Deadline for receipt of Stage 2 full proposals.
- **January 27, 2011**—Applicants will be notified if they will receive a site visit.
- **March–April 2011**—Site visits to selected applicants.
- **July 1, 2011**—Start of grants.

How to Apply (page 12)

There are two stages in the proposal process: submission of a Stage 1 brief proposal and, if invited, submission of a Stage 2 full proposal. All proposals must be submitted online at the program Web site.

Inquiries should be directed to:

Leticia Peguero, *deputy director*

Phone: (609) 275-4128

E-mail: lpeguero@localfundingpartnerships.org

www.localfundingpartnerships.org

Background

Across America in small towns and big cities, on street corners and town squares, in homes, schools and prisons, *Robert Wood Johnson Foundation Local Funding Partnerships* goes to where health starts. Funded through the Foundation's Vulnerable Populations Portfolio, Local Funding Partnerships (LFP) projects address some of society's most daunting and seemingly intractable health problems head-on at the community level.

These projects are brought forward by local grantmakers who propose a funding partnership by nominating community initiatives that offer new solutions to significant health or health care problems. Through this matching grants program, LFP brings together the Robert Wood Johnson Foundation, local funders and local organizations so better health can take root in our communities.

Improving Health by Meeting People Where They Are.

The mission of the Robert Wood Johnson Foundation (RWJF) is to improve the health and health care of all Americans. RWJF works in several program areas including Vulnerable Populations—a portfolio of grantmaking programs that identifies new approaches for improved health by recognizing the integral relationship between our health and where and how we live, work, learn and play. Whether working in a day-care center, a school, a jail, at home or on the street, Vulnerable Populations programs seek to improve health where it starts.

Acknowledging that factors such as violence, poverty, inadequate housing and education contribute to poor health, Vulnerable Populations grantees find original, pragmatic ways to make better health possible in the context of difficult life circumstances. These programs change the way we look at problems and opportunities to deliver real improvements in the quality of life and health.

Common Places. Common Causes.

Uncommon Connections.

Since 1988 RWJF has awarded more than \$121 million LFP matching grants and has funded 324 projects in collaboration with more than 1,200 local funding partners. These innovative projects were nominated by local grantmakers and have challenged established practices, engaged new coalitions and offered ambitious improvements in systems and services.

Often grantmakers are instrumental in convening broad-based community partnerships. Working with partners from both inside and outside of the health sector, LFP programs build collaborations with organizations that typically do not work closely together, including established and emerging community groups, social service agencies and public entities. This approach can produce immediate and lasting improvements in people's health and create change where previous efforts have failed.

Recognize Potential. Give It Roots. Keep It Growing.

Whether a nonprofit group raises an issue or a local foundation highlights a concern, the commitment of all partners is central to finding an effective solution. RWJF invites grantmaking organizations including independent and private foundations, family and community foundations, corporate foundations, and other philanthropies to nominate projects for this funding partnership. Through LFP, local grantmakers may leverage funds from RWJF to advance tailored solutions to the distinct health issues that challenge their communities.

Ultimately, LFP defines success by combining the resources of a national foundation and local grantmakers to foster an innovative idea, cultivate long-lasting partnerships and then, together root sustainable solutions in our communities.

The Program

Robert Wood Johnson Foundation Local Funding Partnerships is a national program that supports a diverse collection of innovative projects and leverages the power of partnership to address community health needs. LFP recognizes that distinct health issues challenge communities across the country each day and so we partner with local grantmakers to support programs that offer ambitious approaches to solve those challenges.

The LFP Annual Grantmaking Program awards grants of between \$200,000 to \$500,000 per project, which must be matched dollar for dollar by local grantmakers such as community foundations, family foundations, corporate grantmakers and others. A project's total award is paid out over a three-year or four-year period. In 2011 RWJF will award up to \$5 million through the LFP annual program, selecting up to 12 projects.

Grants are awarded after a competitive process that begins when a project is nominated by a local funder according to the guidelines specified in this call for proposals. Please note that any nonprofit agency seeking an LFP matching grant should first discuss its proposal with a local funder, who may then choose to nominate the project. For information on the many types of eligible nominating funders, the wide variety of eligible topics, a list of current projects and the proposal deadline, please visit the program's Web site at www.localfundingpartnerships.org.

Eligibility Criteria

Eligible Projects

To be considered for LFP funding, projects must be new, innovative and community-based. Significant program expansions—into new regions or to new populations—also are acceptable. Please note that this program does not provide funds to maintain existing projects.

We welcome projects that present original program elements, that offer a pragmatic solution to a clearly identified local problem and that create meaningful and timely change by addressing health in its social context. Improving health among the most vulnerable people requires acknowledging that if your family is not well off, if your schools do not enable you to be well educated, or if your community lacks resources, chances are you will not be well either. We seek projects that recognize that improving health means more than improving access to a doctor's care. Such projects may address concerns such as mental health, school violence, trauma, young boys and men at risk, and problems that can be addressed by youth-led advocacy.

Furthermore, many Americans—particularly returning military, at-risk youth and young adults (ages 18 to 24), individuals re-entering the community after incarceration, very young children, older adults, immigrants and minorities—get lost in a tangle of costly, ineffective services that may address only one aspect of the health challenges they face. We are especially interested in proposals that offer fundamental changes in how agencies cooperate to deliver better services.

Well-tested models of proven effectiveness that have been widely disseminated are not likely to be competitive. Programs that provide access to medical care—such as the startup of community health centers and clinics, mobile vans and school-based health centers—are not likely to be competitive, nor are proposals that focus on a single health condition, illness or disability. If a project falls under a topic

that is comprehensively addressed by RWJF through another team—such as childhood obesity or health insurance coverage—it will not be considered for an LFP grant.

Eligible Applicants

Applicants may be either public entities or nonprofit organizations that are tax-exempt under Section 501(c)(3) of the Internal Revenue Code. However, private foundations as defined under Section 509(a) are not eligible to apply. To be eligible, an applicant organization must demonstrate the fiscal capacity to manage the funds.

The applicant need not be a health care organization. We recognize that broad-based collaborations—convening partners from both inside and outside of health care—can create significant opportunities to improve health. We welcome nontraditional coalitions of groups that share a common cause to improve the quality of life and health for the people in their communities. However, one organization must take the lead as the applicant, provide the primary contact and, if awarded, would receive the grant funds on behalf of the project.

Organizations that have been funded previously by RWJF are not eligible to apply for funds under LFP unless the new project is demonstrably different from the originally funded program.

Eligible Matching Funds

Local grantmakers such as corporate, community, family or private foundations, diversity focused funds or other charitable organizations may contribute matching funds to help support the project. Over the life of the grant, RWJF encourages multiple local funders to work together to help the project grow.

- Nominating funders must not be institutionally affiliated with the applicant.

- All matching funds must represent new funding specifically designated to support the proposed project.
- In-kind services may not be used to match funds from the LFP Annual Grantmaking program.
- Funds raised for capital costs, renovations or endowment are also not eligible as matching funds.

Only in unusual circumstances—when it can be demonstrated that no other philanthropic support is accessible in the region—will city, county or state funds be considered as a significant or primary source of matching dollars at the proposal stage. In that situation, applicants must clearly document that these are new public funds, designated solely for this project.

The active engagement of local grantmakers is one of the key criteria considered as proposals move forward in the competitive process. Often coalitions of co-funders contribute to the match over the life of the grant. During that time different grantmakers may fund the project in different amounts for one or more years, so that the combined total dollars either match or surpass the RWJF award. The nominating funder is usually RWJF's primary contact and serves as liaison with the other local funding partners.

Selection Criteria

Criteria used to assess projects will include:

- Description of the specific vulnerable population to be served and numbers of people to be served by the project.
- Presentation of the health problem to be addressed including the context of any social factors that impede good health in the community.
- Innovation and effectiveness of the proposed strategy and how it would change any current system.
- Evidence of community involvement that includes new or nontraditional partners and members of the population to be served.
- Active engagement of local grantmakers including how they became involved and what their role has been.
- The applicant organization's capacity to implement the proposed project and manage grant funds.
- Evidence of a plan to assess the project's impact with measurable project outcomes.
- A reasonable and cost-efficient budget.
- A realistic plan to sustain funding after the LFP grant is completed.
- Potential for the project to become a national model.

More details are posted at www.localfundingpartnerships.org under How to Apply: LFP Annual Grantmaking program.

In addition to the criteria listed above, our goal is to fund a group of grantees diverse in location and type of organization.

Evaluation and Monitoring

All applicants are expected to include specific, measurable objectives in their proposals for their projects. Grantees will be expected to work with the LFP national program office to adopt consistent methods for assessing particular outcomes.

Grantees are expected to meet RWJF requirements for the submission of narrative and financial reports, as well as periodic information needed for overall project performance monitoring and management. Project directors are expected to participate in periodic meetings and give progress reports on their grants. At the close of each grant, the lead agency is expected to provide a written report on the project and its findings suitable for wide dissemination.

Use of Grant Funds

Grant funds may be used for project staff salaries, consultant fees, data collection and analysis, meetings, supplies, project-related travel, and other direct project expenses, including a limited amount of equipment deemed essential to the project.

In keeping with RWJF policy, grant funds may *not* be used to subsidize individuals for the costs of their health care; to pay for medication, eyeglasses or personal care items; to support clinical trials of unapproved drugs or devices; to construct or renovate facilities or for lobbying.

Grant funds may not be used as a substitute for current operating funds or salaries supporting similar activities. Research studies will not be funded through this program.

Once a project is selected, RWJF grant funds are disbursed in increments over the three- or four-year period of the grant; the total is not delivered in one sum. Funded grantees will submit a budget for each year of the grant that shows how much of their RWJF award they plan to spend that year. RWJF requires written confirmation that the local funding partners have authorized sufficient dollars to match RWJF payments for that year.

How to Apply

All proposals must be submitted through the Local Funding Partnerships online system. For detailed instructions, and to prepare and submit your proposal for the LFP Annual Grantmaking program, please go to www.localfundingpartnerships.org.

There are two stages in the competitive proposal process:

Stage 1: Submitting Your Brief Proposal Online

Stage 1 includes submission of the following items:

- letter of nomination;
- brief proposal answering the questions below;
- preliminary budget; and
- list of objectives.

*A local grantmaker must prepare an original **letter of nomination** recommending the local applicant's proposed project. The letter should affirm the grantmaker's endorsement of the initiative and commitment to participate as one of the local funding partners. While the nominating funder is not obligated to provide the total match from their own funds, the grantmaker should express the intention to work with the applicant and all potential funding partners to obtain the funding necessary to match RWJF funds throughout the grant period.*

We welcome information regarding the nominating funder's involvement with the development of this initiative, with the applicant agency, with other local coalition partners and with other interested local funders.

The letter of nomination should be on the grantmaker's stationery and must include the name and address of the local applicant and the name, telephone number and e-mail address of the contact person at the nominating grantmaking organization.

The *local applicant* for grant funds, in consultation with the nominating funder, must prepare a **brief proposal** answering the questions below and include a **one-page preliminary budget**.

The brief proposal should:

- be written in a question-and-answer format, answering the following questions in the following order;
- not exceed five pages—including the answers to all five questions; and
- be double-spaced with at least one-inch margins on all four sides of each page.

Further explanation of each of these questions is posted at www.localfundingpartnerships.org under How to Apply, Annual Program: FAQs About Application.

1. How would this project improve health or health care for people in your community who have been made vulnerable by difficult life circumstances?

Clearly describe the intervention you propose in the context of the need in your community, the number of people to be served and the systems you hope to influence. Demonstrate your capacity to execute the program and how the intended community's health will be improved if you succeed.

2. How have local funders been engaged in the development of this idea?

Discuss how local grantmakers became aware of this initiative and how they have been involved as your plans progressed.

3. How will collaboration with other organizations help to achieve the goals of your project?

Explain how different groups will work together to address the identified health or health care problem. Include any ways in which you are already working together, as well as any roles or responsibilities you expect specific groups to assume in order to implement your plan.

4. How is this project innovative?

Define how your intervention offers an original approach that addresses a complex, persistent problem in health or health care for people made vulnerable by social factors. Include any elements that would make the program a new national model with the potential to create meaningful improvement in other communities.

5. What, if any, additional information do you wish to share?

If the applicant has previously received funding from RWJF, the brief proposal must clearly describe the difference between this proposed project and the project funded earlier. If any other proposal has been submitted to RWJF to support this project, report the status of that application.

The one-page preliminary budget should:

- cover the entire three- or four-year period of the grant;
- estimate the total consolidated budget of the project;
- include funds from RWJF, matching grants and any other revenues; and
- be in a columnar format.

To see a sample budget, go to www.localfundingpartnerships.org under LFP Annual Grantmaking: Stage 1 Brief Proposal.

The **list of objectives** summarizes the goals of your proposal. The online application includes a place for you to describe three to five specific, measurable objectives against which we can assess the progress of your project. These objectives should be the same as those expressed in your narrative, but puts them in a short, concise format.

The online application also requires contact information for the applicant and the nominating grantmaker. Please note that the individuals named as “contact” should be easily accessible by e-mail and able to respond promptly.

You may direct questions at any time to the LFP staff listed on page 16. Applicant questions will also be answered during two conference calls scheduled on May 13 and May 18, 2010. Details will be posted at www.localfundingpartnerships.org under How to Apply: Annual Program.

To see examples of current projects, local funding partners, frequently asked questions, and for a downloadable version of this call for proposals, please visit the program's Web site.

Stage 2: Full Proposals

Applicants selected for the second stage of review will be invited to submit full proposals. At that time, reviewers will seek additional information regarding measurable objectives, roles and responsibilities of partners, plans for evaluation, anticipated impact and expectations for long-term financial and programmatic sustainability.

Instructions for submitting full proposals will be included with the invitation. The executive summary (one page) and the proposal narrative (up to 15 pages) must be double-spaced, with one-inch margins on all four sides. LFP will hold a proposal workshop via an online Web conference in September 2010 to help the invited applicants prepare their proposals.

Members of the advisory committee, *Local Funding Partnerships* staff and RWJF staff will review all full proposals. After this review, projects still under consideration for LFP grants will receive site visits. By the time of the site visit there must be clear evidence that matching funds will be in place for the first year and that local funding sources for subsequent years have been identified.

RWJF does not provide individual critiques of proposals submitted.

Program Direction

Direction and technical assistance are provided by the national program office located at:

Health Research and Educational Trust of New Jersey
760 Alexander Road
Princeton, NJ 08543-0001
Phone: (609) 275-4128
Fax: (609) 419-0689
E-mail: info@localfundingpartnerships.org
Web Site: www.localfundingpartnerhips.org

Responsible staff members at the national program office are:

- Pauline M. Seitz, *program director*
- Curtis E. Holloman, *deputy director*
- Leticia Peguero, *deputy director*
- Debbi Dunn Solomon, *director of media and public information*

Responsible staff members at the Robert Wood Johnson Foundation are:

- Kristin Schubert, *program officer, Vulnerable Populations*
- James Marks, M.D., M.P.H., *senior vice president and director, Health Care Group*
- Joann Baquilod, *grants administrator*

Timetable

- **May 13 and May 18, 2010**

Optional conference calls for interested applicants. Details will be posted at www.localfundingpartnerships.org under How to Apply: Annual Program.

- **June 30, 2010 (3 p.m. ET)**

Deadline for receipt of Stage 1 brief proposals.

- **September 15, 2010**

Applicants notified if invited to submit a full proposal.

- **November 10, 2010**

Deadline for receipt of Stage 2 full proposals.

- **January 27, 2011**

Applicants notified if they will receive a site visit.

- **March–April 2011**

Site visits to select applicants.

- **July 1, 2011**

Start of grants.

In fairness to all applicants, we will not accept late submissions.

About the Robert Wood Johnson Foundation

The Robert Wood Johnson Foundation focuses on the pressing health and health care issues facing our country. As the nation's largest philanthropy devoted exclusively to improving the health and health care of all Americans, we work with a diverse group of organizations and individuals to identify solutions and achieve comprehensive, meaningful and timely change.

For more than 35 years we've brought experience, commitment and a rigorous, balanced approach to the problems that affect the health and health care of those we serve. When it comes to helping Americans lead healthier lives and get the care they need, we expect to make a difference in your lifetime.

For more information visit www.rwjf.org.

Sign up to receive e-mail alerts on upcoming calls for proposals at www.rwjf.org/services.



Robert Wood Johnson
Foundation

Route 1 and College Road East
P.O. Box 2316
Princeton, NJ 08543-2316

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