

2008 Call for Proposals

Proposal Deadline

July 25, 2008



Robert Wood Johnson Foundation

Faith-based Advocacy: Galvanizing Communities to End Childhood Obesity

Background

The Robert Wood Johnson Foundation (RWJF) is committed to tackling childhood obesity and the threat it poses to the health of our nation's children and families. Our goal is to reverse the epidemic of childhood obesity by 2015 by promoting healthy eating and physical activity in schools and communities throughout the United States.

To assist this effort, RWJF is seeking proposals from faith-based coalitions to advance community policies or environmental changes that aim to increase access to healthy foods and/or opportunities for physical activity among children. This call for proposals (CFP) places emphasis on reaching those children who are at highest risk for obesity on the basis of income, race/ethnicity or location.

Purpose

America's vastly diverse faith community is active at the national and local levels, within Christian, Jewish, Muslim, Buddhist, interfaith and other settings. Collaborations across faith communities have a rich history of working together for social change. They successfully have advanced policies that improve the health and wellness of communities, and their growing role in prompting policy and triggering action is evident across all states. Faith-based coalitions have been at the forefront of local and state efforts on social issues such as homelessness, tobacco use, hunger and poverty. Today, there is emerging energy among faith-based coalitions to advocate for improved food, nutrition and environmental policies.

Through this solicitation, we are interested in supporting faith-based coalitions to advance community policies or environmental changes that improve access to healthy foods and/or opportunities for physical activity. We are particularly interested in efforts that reach children at greatest risk for obesity, including African-American, Latino, Native American, Asian American and Pacific Islander children who live in low-income communities or communities with limited access to affordable healthy foods and/or safe opportunities for physical activity.

More information about RWJF's efforts to reverse the childhood obesity epidemic can be found at www.rwjf.org/childhoodobesity.

What We Fund

Through this CFP, RWJF will support efforts to advance policy and environmental changes that help make healthy choices easier for families and children. Policies are defined as regulations, laws, policy-making actions or formal rules established by formal organizations or government units. The physical environment includes where families and children purchase foods and make food decisions, and where children live, learn and play. Policies and environmental changes should focus on:

- *Improving the availability of affordable healthy foods.*

Local and state policies can support the production, supply and marketing of fresh, nutritious and affordable foods. Supportive policies related to economic development, land use, water and transportation also can increase access to healthy foods. (See FAQs.)

Continued

Key Dates and Deadlines

- **June 18, 2008 (1:30–3:00 p.m. ET)**
Applicant Web conference.
- **July 25, 2008 (3:00 p.m. ET)**
Deadline for receipt of proposals.
- **December 1, 2008**
Grants begin.

Applicants are encouraged to review the frequently asked questions (FAQs) that have been developed for this call for proposals. The FAQs are available online.

Inquiries

Please direct inquiries to Nancy Cox at RWJFChildhoodObesity1@rwjf.org.

www.rwjf.org/cfp/cb1

For more information about funding opportunities from the Robert Wood Johnson Foundation visit Grant Applications at www.rwjf.org.

Sign up to receive Funding Alerts on upcoming calls for proposals at www.rwjf.org/services.



■ *Improving access to safe places for children to play.*

Aspects of the built environment—such as the way streets are laid out, whether there are sidewalks and bike lanes, the location of parks and recreation facilities, and other design elements—can either encourage or discourage routine physical activity. Expanding opportunities for physical activity, especially in neighborhoods with few existing options, can improve the health of our communities. (See FAQs.)

RWJF recognizes the importance of school-based policies, however, this solicitation focuses exclusively and specifically on policies in the community setting.

Who We Fund

RWJF is interested in supporting faith-based coalitions that demonstrate the following:

- Value for diversity of thought or perspective.
- Capacity for strategic partnerships and networking.
- Strong leadership and organizational capacity.
- Experience in policy advocacy or social change.
- Openness for receiving technical assistance.

This solicitation will not fund government entities.

Eligibility Criteria

Eligibility will be limited to applicants who meet all of the following criteria:

- Public charities that are tax-exempt under Section 501(c)(3) of the Internal Revenue Code.
- Coalitions of congregations or partnerships of faith-based organizations.
- Organizations with at least two years of experience in policy advocacy to promote social change.
- Coalitions with an operating budget of at least \$350,000 per year.
- Organizations that are based in the U.S. or its territories.

Selection Criteria

Proposals will be selected on the basis of:

- organizational or coalition strength;
- potential to increase the availability of affordable healthy foods and/or access to safe places to play;
- likelihood that the project will reach children who are at highest risk for obesity; and
- likelihood that the effort can continue over time without additional resources.

Evaluation and Monitoring

Grantees will be expected to meet RWJF requirements for the submission of financial and narrative reports. Grantees also are required to submit periodic information needed to assess overall project performance, monitoring and management. Applicants may be asked to participate in periodic conference calls, Web conferences or meetings to share information about project activities and lessons learned.

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Use of Grant Funds

RWJF grant funds may be used for project staff salaries, consultant fees, project-related travel, supplies, communications and public education, a limited amount of equipment essential to the project, and other expenses directly related to project implementation. Applicants are encouraged to include in their proposed budgets those costs needed to support technical assistance or training to strengthen the organization or collaborative. Up to 15 percent of the total budget can support organizational or collaborative capacity building. Capacity building (e.g., activities or technical assistance related to board development, fundraising, strategic communications) must be approved by Foundation staff.

Grant funds may *not* be used to subsidize individuals for the cost of their health care, to construct or renovate facilities, for research, or as a substitute for existing operational expenses or deficits. *RWJF funds may not be used for lobbying activities*; in their proposal, applicants must specify plans for complying with the lobbying restriction.

Total Awards

- Approximately 20–25 grants will be awarded. Each grantee will receive up to \$225,000 for 24 months.
- All grants will be 24 months in duration.

How to Apply

The deadline for receipt of proposals is July 25, 2008, at 3 p.m. ET. All proposals for this program must be submitted through the RWJF Grantmaking Online system at <http://grantmaking.rwjf.org/cb1>.

All applicants should log into the system and familiarize themselves with online submission requirements well before the final submission deadline. Program staff may not be able to assist all applicants in the final 24 hours before the submission deadline. In fairness to all applicants, the program will not accept late or incomplete proposals.

Applicant Web Conference

A Web conference call for potential applicants will be held on Wednesday, June 18, 2008, from 1:30 p.m. to 3:00 p.m. ET to provide an overview of this CFP and offer an opportunity to ask questions. To register and receive dial-in information please visit the Web site listed below.

www.rwjf.org/cfp/cb1