



Robert Wood Johnson Foundation

Local Initiative Funding Partners

Supporting Innovation in
Health and Health Care



Nominated by local grantmakers, our grantees offer new, collaborative, creative solutions that improve health for vulnerable populations in communities across America.

2008 Call for Proposals

Brief Proposal Deadline

July 10, 2007

Program Overview

(Please refer to specific sections for complete details.)

Purpose

The *Local Initiative Funding Partners Program* (LIFP) is a partnership program between the Robert Wood Johnson Foundation (RWJF) and local grantmakers to fund promising, original projects to significantly improve the health of vulnerable people in their communities.

Eligibility Criteria (page 5)

- Projects must be new, innovative, collaborative and community-based. Significant program expansions—such as a major expansion into new regions or to new populations—may also be considered. LIFP matching grants may not be used to administer existing programs.
- Projects must be nominated by a local grantmaker interested in participating as one of the funding partners.
- Local funding partners must be willing to work with each grantee 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.

Selection Criteria (page 7)

Information on selection criteria may be found on page 7. Additional details may be found on the program's Web site at www.lifp.org.

Total Awards

- Up to \$5.8 million is available for the 2008 grant cycle.
- Up to 14 matching grants of \$200,000 to \$500,000 per project will be awarded.

Key Dates and Deadlines (page 15)

- **May 15 and June 7, 2007**—Optional conference calls for potential applicants.
- **June 2007**—Stage 1 proposals will be accepted throughout the month of June.
- **July 10, 2007 (5 p.m. ET)**—Deadline for receipt of Stage 1 brief proposals.
- **September 14, 2007**—Applicants notified if they have been invited to submit a full proposal.
- **November 13, 2007**—Deadline for receipt of Stage 2 full proposals.
- **February–April 2008**—Site visits to select applicants.
- **July 1, 2008**—Start of grant award period.

How to Apply (page 9)

There are two stages in the application process: submission of a Stage 1 brief proposal and, *if invited*, submission of a Stage 2 full proposal. Complete information can be found on page 9 and is also available at www.lifp.org.

Inquiries should be addressed to:
Sandra Lopacki, *deputy director*
Phone: (609) 275-4128
E-mail: slopacki@lifp.org

www.lifp.org

Background

Through the *Local Initiative Funding Partners Program* (LIFP), the Robert Wood Johnson Foundation (RWJF) collaborates with local grantmakers to improve health outcomes for the most vulnerable among us. Local grantmakers propose a funding partnership by nominating community initiatives that offer creative solutions to critical health or health care problems.

Since 1988 the Foundation has awarded over \$100 million in LIFP matching grants to support innovative health and health care projects put forward by local funders. Together with more than 1,200 local funding partners we have funded 287 projects. Many of these projects challenged established practices, engaged new coalitions and offered ambitious improvements in systems and services.

RWJF invites grantmaking organizations including independent and private foundations, family and community foundations, corporate foundations and other philanthropies to recommend projects for this funding partnership. Through LIFP, local grantmakers may leverage funds from RWJF to implement new community programs that address serious health issues.

About the Cover

No two LIFP projects are alike. They may come from rural or urban communities; they focus on different health problems for distinct populations; but they all engage local partners in new ways to offer creative, promising solutions.

LIFP projects share many of the qualities exemplified by In SHAPE (Self Help Action Plan for Empowerment), an innovative program to improve the physical health and quality of life of individuals with severe mental illness. Monadnock Family Services was nominated by local grantmakers and represents a broad-based coalition including community residents, recreation and fitness organizations, social services, a state college and mental health professionals. Together they proposed an ambitious, measurable plan and launched a project that has the potential to be a national model.

To learn how In SHAPE succeeded and to see more examples of the wide range of health problems addressed by groundbreaking LIFP programs, visit www.lifp.org and click on Funded Projects.

Cover: Ann, an In SHAPE participant, with her son. Photo: Roger Tully

Factors outside the health care system such as poverty, violence, inadequate housing or education contribute significantly to poor health for the most vulnerable people among us. Many Americans—particularly low-income children, adolescents and families, the elderly and racial and ethnic minorities—get lost in a tangle of costly, often ineffective services that may address only one aspect of the health challenges they face. RWJF is interested in projects that address complex health and social factors as a single challenge.

Local funders may be the first to identify these concerns and to help find effective solutions. Sometimes grantmakers convene groups that typically do not work together, such as organizations from both inside and outside of the health care field. Broad-based community coalitions may stimulate breakthrough ideas and benefit from early collaboration with local grantmakers. Any nonprofit agency seeking an LIFP matching grant should discuss its proposal with a local funder, who may then choose to nominate the project.

The Program

Through LIFP, a local grantmaker proposes a funding partnership with RWJF to support a community-based project that focuses on the health or health care problems of people who are not reached by traditional health and social services or for whom existing systems are fragmented and insufficient.

Local Initiative Funding Partners provides grants of \$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. The total award is paid out in increments over a three-year or four-year period. This call for proposals provides deadlines and guidelines for the application process. Additional details may be found at www.lifp.org. In 2008 up to \$5.8 million will be awarded through the 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 at www.lifp.org.

Eligibility Criteria

Eligible Projects

To be considered for LIFP funding, projects must be new, innovative and community-based. Significant program expansions—such as a major expansion into new regions or to new populations—also are acceptable. Please note that LIFP matching grants may not be used to fund existing programs.

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

Projects are expected to create meaningful and timely change by addressing complex social factors that

impede good health for society's most vulnerable people. We are especially interested in projects that address violence, mental health, substance use and other community problems that adversely affect health outcomes. Such projects recognize that better health means more than access to health services. Programs that expand access to care without exploring new models—the start-up of community health centers and clinics, mobile vans, and school-based health centers—are not likely to be competitive. Well-tested models of proven effectiveness that have been widely disseminated also are not likely to be competitive.

Eligible Matching Funds

Local grantmakers such as corporate, community, family or private foundations 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 the RWJF grant.
- Funds raised for capital costs, renovations or endowment are also not eligible as matching funds.

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

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 source of matching dollars. 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 applications 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 for one or more years. 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.
- Clarity of the health problem to be addressed and how it results from the intersection with specific social factors.
- Innovation and effectiveness of the proposed strategy and how it would alter any current system or social factor.
- Evidence of community collaboration including new or nontraditional partners and members of the population to be served, as well as a clear process for decision-making.
- Active engagement of local grantmakers including how they became involved and what their role has been.
- The 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 LIFP grant is completed.
- Potential for the project to become a new national model.

More details are posted at www.lifp.org under How to Apply.

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

Evaluation and Monitoring

All applicants are expected to include in their proposals specific, measurable objectives for their projects. Grantees will be expected to work with the LIFP 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. Grantees are also required to submit periodic information as needed for overall project performance monitoring and management. Project directors will be asked to attend 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, non-luxury 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. Each year of the grant the Foundation requires written confirmation that the local funding partners have authorized sufficient dollars to match that year's payments.

How to Apply

There are two stages in the application process.

Stage 1: Brief Proposals

Stage 1 includes submission of the following four items:

- Information form (submitted online and included in packet)
- Letter of nomination
- Brief proposal answering the questions below
- Preliminary budget

A local grantmaker must prepare an original **letter of nomination** recommending the local applicant's project. The letter should affirm the grantmaker's endorsement of the initiative and intention to work with the applicant and all potential funding partners to obtain the funding necessary to match RWJF funds. 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 include the name and address of the local applicant and the name, telephone number and e-mail address of the contact person at the grantmaking organization.

The local applicant for grant funds, in consultation with the nominating funder, must prepare a **brief proposal** answering the questions below and a one-page **preliminary budget**. The applicant must also submit the online **information form** and include a print copy in the application packet.

*The brief proposal is to be written in a question-and-answer format, answering the following questions in the following order. The total narrative—including the answers to all five questions—is not to exceed five pages. It should be printed in 12-point font, **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.lifp.org under How to Apply.

1. How would this project improve health or health care for people in your community made vulnerable by social factors?

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. Is there any additional information 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 proposal.

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.lifp.org under How to Apply.

The information form:

- can be found at www.lifp.org under How to Apply;
- requires contact information for the applicant and the nominating grantmaker. (Please note that the individuals named as “contact” should be easily reachable by e-mail and able to respond promptly.); and
- requires a one- or two-sentence description of the project.

Questions may be directed at any time to the LIFP national program office staff listed on page 13. Applicant questions will also be answered during two conference calls, one scheduled on May 15 and another on June 7, 2007. Details will be posted at www.lifp.org under How to Apply.

Ten sets—an original plus nine copies—of all Stage 1 materials* must be mailed to the LIFP national program office at:

Local Initiative Funding Partners
c/o Health Research and Educational Trust of
New Jersey
760 Alexander Road
Princeton, NJ 08543-0001

- * Each set must include a copy of the completed information form, the letter of nomination, the five-page brief proposal and the one-page preliminary budget. Faxes and e-mails will not be accepted. **We will not consider additional materials such as brochures or videos.**

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 at www.lifp.org.

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, 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. Ten sets are required. All pages of the proposal narrative must be typed in 12-point font, double-spaced, with one-inch margins on all four sides. LIFP will hold a proposal workshop via an online Web conference in September 2007 to help the invited applicants prepare their proposals.

Members of an advisory committee, LIFP program staff and RWJF staff will review all full proposals. After this review, projects still under consideration for LIFP 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 LIFP national program office, which is 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@lifp.org
Web site: www.lifp.org

Responsible staff members at the LIFP national program office are:

- Pauline M. Seitz, *program director*
- Curtis E. Holloman, *deputy director*
- Sandra Lopacki, *deputy director*
- Debbi Dunn Solomon, *communications director*
- Lynne Long-Higham, *program manager*

Responsible staff members at the Robert Wood Johnson Foundation are:

- Jane Isaacs Lowe, Ph.D., *senior program officer*
- James Marks, M.D., M.P.H., *senior vice president and director, Health Care Group*
- Ann Christiano, *senior communications officer*
- Joann Baquilod, *grants administrator*

Checklist for Stage 1 Application

- ❑ I have completed, printed and submitted the *information form* located online at www.lifp.org.
- ❑ I have placed a copy of the final *information form* (including my unique applicant identification number) as the *first page* of each of the 10 sets (one original and nine copies).
- ❑ I have included a copy of the *letter of nomination* from a local grantmaker as the second page in all sets.
- ❑ I have included a *brief proposal* written in a question-and-answer format; not exceeding five pages, typed in 12-point font, with one-inch margins on all four sides of each *double-spaced page*.
- ❑ I have answered every question listed under *Brief Proposal Questions*.
- ❑ I have clearly stated the *number of people to be served* by the project every year.
- ❑ I have also included in every set a one-page consolidated *project budget* covering the total three- or four-year period of the grant. (See sample at www.lifp.org.)
- ❑ I understand that the award period is either three years or four years.
- ❑ I understand that the minimum total matching funds awarded per project is \$200,000 and the maximum total awarded is \$500,000 per project (not per year).
- ❑ I have forwarded 10 complete sets of all *Stage 1 materials** (an original plus nine copies) to arrive at the LIFP national program office no later than 5 p.m. ET on Tuesday, July 10, 2007.

Table of Contents for Stage 1 Application due July 10, 2007

* All 10 sets must include these items in the following order:

- A copy of the completed information form.
- A letter of nomination from a local grantmaker proposing a funding partnership with RWJF on behalf of the local project.
- A brief proposal (responses to the given questions) prepared by the applicant organization.
- The one-page preliminary project budget.

Timetable

May 15 and June 7, 2007

Optional conference calls for applicants interested in submitting brief proposals. Details will be posted on the program Web site: www.lifp.org.

June 2007

Stage 1 proposals will be accepted throughout the month of June. *Applicants are encouraged to submit Stage 1 materials in advance of the July 10 deadline.*

July 10, 2007 (5 p.m. ET)

Deadline for receipt of Stage 1 materials (10 sets) at the LIFP national program office.

September 14, 2007

Applicants notified if they have been invited to submit a full proposal.

November 13, 2007

Deadline for receipt of Stage 2 full proposals (10 sets).

February–April 2008

Site visits to select applicants.

July 1, 2008

Start of grant award period.

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 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
<http://subscribe.rwjf.org>.



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February 2007