



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.

### **2007 Call for Proposals**

#### **Stage I Brief Proposal Deadline**

July 6, 2006

## Program Overview

(Please refer to specific sections for complete detail.)

### Purpose

*Local Initiative Funding Partners* (LIFP) is a partnership program between the Robert Wood Johnson Foundation and local grantmakers to fund promising, original projects to improve significantly 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 for operation of 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](http://www.lifp.org).

### Total Awards

- Up to \$6 million is available for the 2007 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, 2006**—Conference calls for potential applicants (not required).
- **June 2006**—Stage I applications will be accepted throughout the month of June.
- **July 6, 2006 (5 p.m. EDT)**—Deadline for receipt of Stage I brief proposals.
- **September 15, 2006**—Applicants will be notified if they have been invited to submit a full proposal.
- **November 9, 2006**—Deadline for receipt of Stage II full proposals.
- **July 1, 2007**—Start of grant award periods.

### How to Apply (page 9)

There are two stages in the application process: submission of Stage I brief proposals; and, *if invited*, submission of a Stage II full proposal. Complete information can be found on page 9 and is also available at [www.lifp.org](http://www.lifp.org).

Inquiries should be addressed to:  
Sandra Lopacki, *Deputy Director*  
Phone: (609) 275-4128  
E-mail: [slopacki@lifp.org](mailto:slopacki@lifp.org)

[www.lifp.org](http://www.lifp.org)

## Background

Through the *Local Initiative Funding Partners* (LIFP) program, the Robert Wood Johnson Foundation (RWJF) collaborates with local grantmakers to improve health outcomes for the most vulnerable among us. 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 \$89.6 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 280 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; and they engage local partners in new ways to offer creative, promising solutions.

However, LIFP projects often share many of the qualities exemplified by CeaseFire, an innovative program to stem an epidemic of gun violence. The Chicago Project for Violence Prevention was nominated by local grantmakers and selected because they represented a broad-based coalition including community residents, clergy, law enforcement, former gang leaders and health professionals who proposed an ambitious, measurable plan. The project is now a national model.

To learn how they succeeded and to see more examples of the wide range of health problems addressed by groundbreaking LIFP programs, visit [www.lifp.org](http://www.lifp.org) and click on "Funded Projects."

Cover photo: Shane, a CeaseFire outreach worker

For the most vulnerable among us, factors outside the health care system such as poverty, violence, inadequate housing or education contribute significantly to poor health. Many Americans—particularly low-income families, the elderly, racial and ethnic minorities, and new immigrants—can 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.

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.

LIFP 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 incrementally over a three-year or four-year period. Specific guidelines in this call for proposals define the application process and deadlines. In 2007, up to \$6 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](http://www.lifp.org).

---

## **Eligibility Criteria** *I. 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 and are not classified as a private foundation under Section 509(a). Community agencies may be awarded matching grants through the LIFP program as long as they have the fiscal capacity to manage the funds.

Projects are expected to create meaningful and timely change as they address complex social factors that impede good health for society's most vulnerable people. We are especially interested in projects that

address violence, child and adolescent physical and mental health, the needs of new immigrants and other groups whose health status is affected by social factors. Such projects recognize that better health means more than access to health services. Programs that expand access to care without exploring new models—i.e., the start-up of community health centers and clinics, mobile vans and school-based health centers—are not likely to be competitive.

## II. 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 three- or four-year life of the grant, RWJF encourages multiple local funders to work together to help the project grow.

- Nominating funders must not be organizationally related to 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 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. However, 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 three-

or four-year 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 impacted by the project.
- Clarity portraying 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 the 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](http://www.lifp.org) under How To Apply.

In addition to the criteria listed above, projects will be selected with a goal of funding a diverse group of grantees based on location and type of organization.

## Evaluation and Monitoring

All applicants are expected to include specific, measurable objectives for their projects in their proposals. Grantees will be expected to work with the LIFP 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, 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, eye glasses 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 incrementally over the three- or four-year period of the grant; the total is not delivered in one sum. Each year of the grant RWJF 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 I: Brief Proposals*

Stage I 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 file 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](http://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 application has been made to RWJF to support this project, please 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.
- Be in a columnar format.

To see a sample budget, go to [www.lifp.org](http://www.lifp.org) and click on How to Apply.

*The information form:*

- Can be found at [www.lifp.org](http://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.)
- Requires a one- or two-sentence description of the project.

Questions may be directed at any time to the LIFP 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, 2006. Details will be posted at [www.lifp.org](http://www.lifp.org) under How to Apply.

Seven sets—an original plus six copies—of all Stage I materials must be mailed to the LIFP 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 information form, the letter of nomination, the five-page brief proposal and the one-page budget. Faxes and e-mails will not be accepted. **No additional materials such as brochures or videos will be considered.**

**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](http://www.lifp.org).**

### *Stage II: Full Proposals*

Applicants selected for the second stage of review will be invited to submit full proposals. At this time reviewers 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 2006 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.

Direction and technical assistance are provided by the LIFP 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@lifp.org](mailto:info@lifp.org)  
Web site: [www.lifp.org](http://www.lifp.org)**

Responsible staff members at the LIFP Program Office are:

- Pauline Seitz, *Program Director*
- Orrin Hardgrove, *Deputy Director*
- Sandra Lopacki, *Deputy Director*
- Lynne Long-Higham, *Program Manager*
- Debbi Dunn Solomon, *Communications Director*

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 Group*
- Joann Baquilod, *Grants Administrator*
- Ann Christiano, *Senior Communications Officer*

## Checklist of Items for Stage I Application

- ❑ I have completed, printed and submitted the information form located online at [www.lifp.org](http://www.lifp.org).
- ❑ I have placed a copy of the completed information form as the first page of each of the seven sets (one original and six 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 page, that is *double-spaced*.
- ❑ 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](http://www.lifp.org).)
- ❑ I understand that the award period is either three years or four years.
- ❑ I understand that the minimum total match awarded per project is \$200,000 and the maximum total awarded is \$500,000 per project (not per year).
- ❑ I have forwarded seven complete sets of all Stage I materials (an original plus six copies) to arrive at the LIFP Program Office no later than 5 p.m. EDT on Thursday, July 6, 2006.

### Table of Contents for Stage I Application due July 6, 2006

All seven sets should 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 preliminary one-page project budget.

## Timetable

### May 15 and June 7, 2006

Optional conference calls for applicants interested in submitting brief proposals. Details and information will be posted on the program Web site: [www.lifp.org](http://www.lifp.org).

### June 2006

Stage I applications will be accepted throughout the month of June. *Applicants are encouraged to submit Stage I materials in advance of the July 6 deadline.*

### July 6, 2006 (5 p.m. EDT)

Deadline for receipt of Stage I materials (7 sets) at the LIFP Program Office.

### September 15, 2006

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

### November 9, 2006

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

### July 1, 2007

Start of grant award periods.

**In fairness to applicants who meet submission deadlines, 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, the Foundation works with a diverse group of organizations and individuals to identify solutions and achieve comprehensive, meaningful and timely change. The Foundation seeks to:

- Assure that all Americans have access to quality health care at reasonable cost.
- Improve the quality of care and support for people with chronic health conditions.
- Promote healthy communities and lifestyles.
- Reduce the personal, social and economic harm caused by substance abuse—tobacco, alcohol and illicit drugs.

For more than 30 years the Foundation has brought experience, commitment and a rigorous, balanced approach to the problems that affect the health and health care of those it serves. When it comes to helping Americans lead healthier lives and get the care they need, the Foundation expects to make a difference in your lifetime.

For more information, visit [www.rwjf.org](http://www.rwjf.org).

Sign up to receive e-mail alerts on upcoming calls for proposals at:

<http://subscribe.rwjf.org>



Robert Wood Johnson  
Foundation

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