

2008 Call for Proposals

Brief Proposal Deadline

February 3, 2009



Robert Wood Johnson Foundation

Healthy Kids, Healthy Communities

Purpose

Healthy Kids, Healthy Communities is a national program of the Robert Wood Johnson Foundation (RWJF) whose primary goal is to implement healthy eating and active living initiatives that can support healthier communities for children and families across the United States. The program places special emphasis on reaching children who are at highest risk for obesity on the basis of race/ethnicity, income and/or geographic location. This initiative will advance RWJF's efforts to reverse the childhood obesity epidemic by 2015.

Through this call for proposals (CFP), RWJF will award approximately 60 grants to help local community partnerships across the United States increase opportunities for physical activity and improve access to affordable healthy foods for children and families. Special consideration will be given to communities in 15 states where the incidence of or risk for childhood obesity is the greatest (Alabama, Arizona, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, New Mexico, North Carolina, Oklahoma, South Carolina, Tennessee, Texas and West Virginia.). Approximately half of the grants under this CFP will be awarded to communities in these states.

Eligibility Criteria

Complete eligibility criteria include, but are not limited to, the following:

- Healthy Kids, Healthy Communities will accept only one proposal per community.
- For purposes of this award, an eligible community is defined as a municipality, county, district or region with partners that are able to plan, advocate for and implement changes to policies, environments and systems.
- Applicants must be based in the United States or its territories. Special consideration will be given to applicants in communities where measurements of predicted risk for obesity are particularly high.
- The lead agency for the proposed project must be tax-exempt under Section 501(c)(3) of the Internal Revenue Code, a government entity, or a tribal group recognized by the U.S. federal government.
- Grantees will be expected to secure a cash and/or in-kind match equal to at least 50 percent of the RWJF award over the entire grant period.

Selection Criteria

Proposals will be reviewed and scored based on the degree to which they:

- are likely to prevent or reduce childhood obesity;
- focus on and address the needs of vulnerable populations and communities at greatest risk for childhood obesity on the basis of race/ethnicity, income and/or geographic location;
- demonstrate the ability to engage populations at greatest risk for childhood obesity in their work;
- engage leaders and influential community members with experience in and a commitment to advancing active living and healthy eating among children;
- identify a diverse array of partner organizations or entities, such as influential stakeholders and key decision-makers, who have clearly defined roles and experience working with and on behalf of communities at highest risk for childhood obesity;

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Key Dates and Deadlines

- **December 17, 2008, and January 8, 14 and 22, 2009**
Applicant conference calls. Details can be found on the program's Web site.
- **February 3, 2009 (3 p.m. ET)**
Deadline for receipt of brief proposals.
- **May 14, 2009 (3 p.m. ET)**
Deadline for receipt of full proposals.
- **Late September 2009**
Finalists notified.
- **December 15, 2009**
Funding initiated.

Inquiries

Please direct any technical questions related to the RWJF Grantmaking Online system to techinfo@healthykidshealthycommunities.org.

Please direct programmatic inquiries to:

Sarah Strunk, program director
Phone: (919) 843-8430
E-mail: info@healthykidshealthycommunities.org

www.healthykidshealthycommunities.org

We encourage all applicants to read the complete details about the program found in the full call for proposals brochure at www.rwjf.org/cfp/healthykidshealthycommunities.

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.



- show evidence of capacity, readiness and available opportunities to implement policies and environmental changes that have strong potential to increase active living and healthy eating among children;
- engage elected officials and/or generate broad-based political will to support this work;
- could be replicated in a variety of other communities and settings; and
- secure cash and/or in-kind support equal to at least 50 percent of the RWJF award to help support the initiative during and sustain it beyond the grant period.

Total Awards

- Approximately 60 grants of up to \$360,000 each will be awarded for four years.

How to Apply

There are three stages in the competitive proposal process: (1) submission of a brief proposal that describes the proposed initiative; (2) submission of a full proposal (if invited); and (3) a conference call, site visit or reverse site visit with the review team (if invited).

All proposals must be submitted through the RWJF Grantmaking Online system. Additional information, FAQs and access to the RWJF Grantmaking Online system are available at <http://grantmaking.rwjf.org/bkbc>.

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.

Applicants are expected to commit funding sufficient to support salary and benefits equal to at least half-time support for a project director or coordinator. RWJF funds and/or matching/in-kind support may be used for these purposes. Although RWJF will consider exceptions (e.g., two individuals each dedicating 25 percent time and/or an arrangement with a long-term contractor or consultant), a strong justification will be required. It is highly recommended that the director or coordinator be paid a competitive salary, receive benefits and have experience in leading and/or coordinating similar efforts.

RWJF funds awarded under this CFP may not be used to develop or implement programs whose sole purpose is promotional or educational in nature. In addition, funds may not be used for construction costs and capital expenses related to the building of physical projects, such as sidewalks, playgrounds, trails, greenways, bike paths, community gardens or farmers' markets. In keeping with RWJF policy, grant funds may not be used to subsidize individuals for the costs of their health care, support clinical trials of unapproved drugs or devices, construct or renovate facilities, or replace funds currently being used to support similar activities.

RWJF prohibits any portion of the award to be used for direct or grassroots lobbying as defined in federal law and tax regulations. Any proposed lobbying activities must be supported with non-RWJF funds. Applicants who are invited to submit full proposals should ensure they have made provisions for complying with this restriction and should address in their full proposals how they will comply with this non-lobbying provision.

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