

2008 Call for Proposals

Proposal Deadline

August 6, 2008



Robert Wood Johnson Foundation

Maximizing Enrollment for Kids

Making Medicaid and SCHIP Work

Purpose

Maximizing Enrollment for Kids: Making Medicaid and SCHIP Work aims to increase enrollment and retention of eligible children in Medicaid and SCHIP by helping states streamline their systems, policies and procedures and to measure the impact of these changes.

Eligibility Criteria

- Eligible applicants include state agencies or offices designated by the governor.
- Applicants must:
 - demonstrate commitment from the state's executive branch leadership—including a letter of support from the governor—to increase enrollment and retention of eligible children in public programs;
 - commit to participate in all program activities, including enrollment and retention system assessments, technical assistance and peer-to-peer learning;
 - commit to collect and share data with the program on a regular basis to monitor progress toward mutually agreed upon benchmarks; and
 - demonstrate cooperation and participation of state and local agencies with responsibilities related to enrollment and retention of children.

Selection Criteria

The following factors will be evaluated when reviewing submitted proposals:

- *Demonstrated Commitment.* Applicants must demonstrate a commitment to improving enrollment and retention of eligible children. Applicants must provide evidence of either the adoption and implementation of policies and practices designed to increase enrollment and retention of eligible children, or a specific commitment to implement such policies and practices within the first year of the program. This program relies on strong leadership to enhance the prospects for success, and seeks to fund only those states that can demonstrate this commitment of the state's leadership, including the Governor, to improvement.
- *Data Sharing.* Applicants must describe their commitment and capacity to collect and share data with the NPO and evaluators to monitor progress and assess the effects of the state's adoption of new or revised policies and practices. Collecting data related to how new systems, policies and procedures affect enrollment and retention of children will be critical to demonstrating the merits of state strategies and practices to other states and the policy community.
- *External Support.* Applicants must demonstrate that key stakeholders are committed to efforts that promote coverage for eligible uninsured children involved in this program. While state leadership and agency involvement are critical elements of success, it is essential that states undertaking major changes have support from a broader community of advocates, legislators, private sector stakeholders and others to succeed and to sustain improvements over time. Relevant stakeholders may include state agencies other than the applicant agency, state legislators, local officials and administrators, as well as private sector stakeholders such as advocacy groups, community- and faith-based organizations, provider associations and leaders in the business community. Stakeholder support may be demonstrated by the submission of up to 10 letters of support with the proposal.

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Key Dates and Deadlines

- **June 18, 2008 (1–3 p.m. ET)**
Optional applicant Web conference call. Registration is required. Instructions can be found at www.maxenroll.org.
- **June 24, 2008 (3 p.m. ET)**
Deadline for registration to apply to the program.
- **August 6, 2008 (3 p.m. ET)**
Deadline for receipt of proposals.
- **October–November 2008**
Site visits to selected applicants.
- **December 15, 2008**
Notification of awards.
- **February 1, 2009**
Start of grants.

Inquiries

All interested applicants must register through the RWJF Grantmaking Online system prior to submitting a proposal. The deadline to register is June 24 (3 p.m. ET).

For information on the program, eligibility criteria and the application process please contact the national program office:

Alice M. Weiss, J.D., *deputy director*
Phone: (202) 507-7580
E-mail: info@maxenroll.org

www.maxenroll.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/maximizingenrollmentforkids.

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.



- **Sustainability.** Applicants must describe how they intend to sustain the systems, policy and procedural changes made as a result of participation in this program during and beyond the grant period, including their commitment to fund increased enrollment that arises due to the state's participation in Maximizing Enrollment for Kids. The goal of the program will be not merely to change policies to improve enrollment and retention, but also to support state efforts to sustain these changes, despite changes in political or fiscal conditions in the state. Understanding the state's strategy to achieve sustainable change is critical to the efforts of the program.

Total Awards

- Up to eight states will receive grants with only one grant awarded per state, including the District of Columbia.
- Grants of up to \$1 million over a four-year period will be made, along with technical assistance.

How to Apply

This program only accepts proposals submitted through the RWJF Grantmaking Online system. Complete details on the proposal process and program information are available on the program's Web site. For more information please contact:

Alice Weiss, J.D.
Phone: (202) 903-0101
E-mail: info@maxenroll.org

www.maxenroll.org