

2007 Call for Proposals

Brief Proposal Deadline

May 17, 2007



Robert Wood Johnson Foundation

New Routes to Community Health

Purpose

New Routes to Community Health supports local partnerships among immigrant organizations, media production centers and established community institutions to foster collaborations to improve immigrants' health, work life and civic participation. Up to eight geographically- and ethnically-diverse sites will receive awards of as much as \$225,000 over 39 months.

Eligibility Criteria

- Applicants must identify specific local challenges or barriers to improving the health of immigrants and devise a plan to address these issues through locally-focused media and community engagement strategies.
- Locally-based collaborations must include at least one of each of the following: a media production center, an immigrant organization and a community institution acting as the partnership manager.
- Partnerships must include the direct involvement of immigrants in designing and implementing the program.
- Applicants must provide a 30 percent in-kind or cash match of the overall grant amount during the implementation phase of the grant period.
- Applicants must utilize the program's technical assistance, participate in the program's online community and fulfill all reporting and evaluation requirements.
- All partnering organizations must be based in the United States or its territories.
- Applicant communities must include established immigrant or refugee populations or be experiencing a rapid growth in the number of new immigrants.

Selection Criteria

All proposals must clearly identify an area of particular concern to a specific immigrant group(s) and their receiving community. They must be focused on improving health outcomes through attention to one or more of the following issues: family, work, cultural competence or integration. Collaborations must benefit and include the voice and concerns of immigrant and receiving communities.

The following criteria will be used to assess and select proposals:

- potential of the project to improve the health and well-being of new immigrants;
- ability of partners to execute the project, achieve its goals and evaluate its impact;
- involvement of the community in the planning, implementation and evaluation of the project;
- potential to empower new immigrants as confident participants and leaders in their communities; and
- demonstrated media production ability and quality of media sample.

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Key Dates and Deadlines

- **May 17, 2007 (3 p.m. EST)**
Deadline for receipt of brief proposals (submitted online).
- **June 25–26, 2007**
Applicants notified by phone if invited to submit a full proposal.
- **August 7, 2007**
Deadline for receipt of full proposals.
- **September 5–7, 2007**
Finalist interviews with NPO staff.
- **September 17, 2007**
Notification of awards.

Inquiries

For more information on how to prepare and submit your proposal, please visit the program's Web site or contact Beth Mastin, *national program director* by e-mail at mastin@newroutes.org or by calling (608) 236-0674.

newroutes.org

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

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**.



Total Awards

- Up to eight grants of up to \$225,000 each will be awarded in two phases—a planning phase and implementation phase—spanning 39 months.
- A planning grant of up to \$20,000 will be awarded during the first six months to provide assistance in refining the 33-month implementation and program plan.
- Upon successful completion of the planning grant process, grantees will be eligible for grants of up to \$70,000 per year, with a maximum award of \$205,000.

How to Apply

Proposals must be submitted through the RWJF Grantmaking Online system. There are two stages in the competitive application process: (1) applicants submit a brief proposal that describes the project and, *if invited* (2) applicants then submit a full proposal and line-item budget for a grant. All proposals must be submitted no later than 3 p.m. EST on May 17, 2007.

Complete details on the submission process and program information are available on the program's Web site.

newroutes.org