

2007 Call for Proposals

Proposal Deadline

September 18, 2007



Robert Wood Johnson Foundation

Consumer Voices for Coverage

Strengthening State Advocacy Networks to Expand Health Coverage

Purpose

Consumer Voices for Coverage: Strengthening State Advocacy Networks to Expand Health Coverage seeks to strengthen advocacy efforts to promote health care policies that will expand health insurance coverage.

Eligibility Criteria

- Applicant organizations must be consumer advocacy organizations based in the United States.
- The program will fund organizations in up to 10 states, with a maximum of *one award per state*, including the District of Columbia. *The program will only fund proposals from one registered applicant per state.*
- All applicant organizations must register online by July 13, 2007 (3 p.m. ET) in order to be eligible.
- Applicant organizations must:
 - be consumer advocacy organizations with expertise in health care policy;
 - operate statewide or have experience working with partners on a statewide basis;
 - have a state-level policy agenda;
 - have experience working with policy-makers, including state government officials, in developing health care policies;
 - have a history of engaging and collaborating with other consumer groups and key health care stakeholders such as business, government officials, labor, payers and providers;
 - have a 2007 operating budget at least equal to the level of annual funding requested; and
 - be nonprofit organizations that are tax-exempt under Section 501(c)(3) of the Internal Revenue Service Code.
- Preference will be given to applicant organizations that are able to demonstrate experience in strategic collaboration with other stakeholders.

Selection Criteria

Criteria used to assess applicants includes:

- *State Health Policy Experience.* Applicant organizations must demonstrate a track record in engaging in state health care reform efforts and furthering grassroots involvement in such efforts.
- *Leadership Structure.* Applicant organizations must play a leadership role in developing and coordinating a network of consumer advocacy organizations, which will include activities such as policy analysis, coalition building, strategic communications and grassroots organizing. The applicant organization must identify a leadership team whose members include individuals with decision-making authority from the partner organizations that will lead the network and that will collaborate with the applicant organization and others in the network on this effort. Letters of commitment will be required from each partner organization on the leadership team. This letter should include specific information about how the leadership team organizations will work together and what each will contribute to the overall project including:
 - why the organization seeks to participate;

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Key Dates and Deadlines

- **June 28 and July 11, 2007 (2–4 p.m. ET)**
Optional applicant Web conference calls.
- **July 13, 2007 (3 p.m. ET)**
Deadline for registration of interested applicants.
- **September 18, 2007 (2 p.m. ET)**
Deadline for receipt of proposals.
- **November 1–27, 2007**
Site visits to selected applicant organizations.
- **December 17, 2007**
Notification of pending awards.
- **February 1, 2008**
Start of grants.

Inquiries

For more information on the program and application requirements please contact the program's administrative support office:

Phone: (617) 525-6167

E-mail: info@voicesforcoverage.org

www.voicesforcoverage.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/cvc.

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.



- who will participate on behalf of the organization and confirm that the leadership team participant will be able to make decisions on behalf of the partner organization;
- the organization's role; and
- how the organization will contribute to the success of the network.
- *Strategic Alliances.* Applicant organizations must demonstrate credible partnerships and/or identify strategies to develop strong working relationships with a range of other stakeholder groups above and beyond the partner organizations, including business, government officials, labor, payers and providers. Preference will be given to those applicant organizations that are also able to obtain letters of support from these stakeholder groups in addition to the required letters of commitment from leadership team organizations.
- *Work Plan.* Applicant organizations must submit a preliminary work plan that outlines:
 - how the network will advance state- and federal-level health policy change and expand health insurance coverage;
 - their policy agenda for significant coverage expansion in their state;
 - evidence of the progress made to date towards achieving that policy agenda and the feasibility of reaching policy goals within the grant period;
 - current capacities (strengths and gaps) and a capacity-building plan that identifies priorities;
 - how grant funds will be allocated, including whether subcontracts will be given to partner organizations;
 - the kinds of technical assistance that they would find useful; and
 - how they will comply with lobbying restrictions.
- *Sustainability.* Applicant organizations must identify a process for institutionalizing new or improved capacities for the state's consumer health advocacy network. Strong preference will be given to applicants that demonstrate that a viable, coordinated and collaborative consumer advocacy network will survive beyond the funding period. Preference will be given to applicant organizations that are able to secure additional funds.

Total Awards

- Organizations in up to 10 states will be awarded grants.
- Grants of up to \$750,000 over a three-year period will be awarded per state.

How to Apply

All proposals for this program must be submitted only through the RWJF Grantmaking Online system at <http://grantmaking.rwjf.org/consumervoicesforcoverage>. **Only proposals from registered applicants will be accepted.**

To ensure that only one applicant organization from a single state submits a proposal, all interested applicants must register through the RWJF Grantmaking Online system prior to submitting a proposal. The deadline for applicant registration is July 13, 2007 (3 p.m. ET).

www.voicesforcoverage.org