

2010 Call for Proposals

Brief Proposal Deadline

May 27, 2010



Robert Wood Johnson Foundation

Getting Americans Covered

Ideas from the Field

Purpose

The Coverage team of the Robert Wood Johnson Foundation (RWJF) is accepting proposals for projects that promote the Foundation's goal of ensuring that all Americans have stable, affordable health care coverage. The Foundation will allocate up to \$2 million to support individual grants of up to \$250,000 each. The grant period is expected to begin in November 2010 and extend for up to 24 months.

The recently enacted Patient Protection and Affordable Care Act is expected to make health insurance coverage available to more than 30 million more Americans. Achieving such substantial increases in the number of Americans covered by health insurance will largely depend on the success of efforts to implement the new law effectively. Through this call for proposals, we will fund projects that focus on addressing specific aspects of the new law that present significant opportunities to expand coverage (e.g., Medicaid expansions, subsidy programs for small businesses and individuals who otherwise would not be able to afford insurance, or private-market health insurance reforms).

Projects should be relevant to national health reform and can take many forms, including:

- coalition building, convening and advocacy;
- strategic communications to provide information to policy-makers and the public;
- evaluation, research and analyses of timely policy changes; and
- programs and projects to develop new tools and models for policy implementation.

Interested applicants should visit the Coverage section of the RWJF Web site to learn more about our current funding priorities, activities and programs at www.rwjf.org/coverage.

Total Awards

- Up to \$2 million will be awarded under this solicitation.
- Grants of up to \$250,000 each for up to 24 months.

Eligibility Criteria

Eligibility criteria include the following:

- Preference may be given to those applicants who are nonprofit organizations that are tax-exempt under Section 501(c)(3) of the Internal Revenue Code.
- Applicant organizations must be based in the United States or its territories at the time of application.

Selection Criteria

Proposals will be reviewed by RWJF staff and, in some cases, by external reviewers with expertise relevant to the proposal. RWJF will make all final funding decisions. Please note that RWJF does not provide individual critiques of proposals submitted.

We will use a two-step proposal process for this solicitation: (1) a brief proposal describing the project; and, for selected applicants, (2) a full proposal that will detail specific activities, staffing and budget.

Continued on back

Key Dates and Deadlines

- **May 27, 2010 (3 p.m. ET)**
Deadline for receipt of brief proposals.
- **June 17, 2010**
Applicants notified if invited to submit a full proposal.
- **July 28, 2010 (3 p.m. ET)**
Deadline for receipt of full proposals.
- **November 1, 2010**
Start of grants.

Inquiries

For more information about this solicitation, proposal requirements or selection criteria please visit www.rwjf.org/cfp/cv2.

Inquiries may be directed to coverageideas@rwjf.org.

www.rwjf.org/cfp/cv2

For more information about funding opportunities from the Robert Wood Johnson Foundation visit www.rwjf.org/grants.

Sign up to receive e-mail alerts on upcoming calls for proposals at www.rwjf.org/services.



The following factors will be evaluated when reviewing *brief proposals*:

- Likelihood that the proposed project will contribute to the goal of maximizing the number of Americans who benefit from coverage under health reform.
- Extent to which the project will have national reach. (We will consider state-focused projects but applicant organizations will need to explain how the projects will benefit other states.)
- Relevance and timeliness of the project to inform and advance health reform implementation efforts.
- Uniqueness of the project and its intent to address important and possibly overlooked aspects of health care reform.

For the *full proposal*, the review committee will also take into consideration the following criteria:

- Clarity and feasibility of project goals, timeline, hypotheses and outcomes.
- Documentation of experience, qualifications and time commitment of the key project staff.
- Appropriateness of proposed budget.
- Description of a plan for prompt dissemination of findings to the target audience.

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 support clinical trials of unapproved drugs or devices, to construct or renovate facilities, for lobbying, or as a substitute for funds currently being used to support similar activities.

How to Apply

All proposals for this solicitation must be submitted only through the RWJF Grantmaking Online system at <http://grantmaking.rwjf.org/cv2>.

All applicants should log in to the system and familiarize themselves with the online submission requirements well before the final submission deadline. Program staff may not be able to assist all applicants in the final 24 hours before the submission deadline. In fairness to all applicants, the program will not accept late proposals.

This solicitation involves a two-step application process: (1) submission of a brief proposal that describes the project, and for selected applicants, (2) a full proposal, including detailed budget and a budget narrative.

www.rwjf.org/cfp/cv2