



Robert Wood Johnson Foundation

Robert Wood Johnson Foundation
Local Funding Partnerships
**Peaceful Pathways:
Reducing Exposure
to Violence**



A Special Solicitation from
Robert Wood Johnson Foundation
Local Funding Partnerships to
Diversity-Focused Funders

**2010 Call for Proposals—
Special Solicitation**

Proposal Deadline

Proposals may be submitted at
any time throughout the year.

Program Overview

Peaceful Pathways: Reducing Exposure to Violence

(Please refer to specific sections for complete details.)

Purpose

Robert Wood Johnson Foundation Local Funding Partnerships is a matching grants program that connects the Robert Wood Johnson Foundation with local grantmakers to fund new, community-based projects to improve health and health care for vulnerable populations. This special solicitation seeks nominations from diversity-focused funders for projects to reduce violence in traditionally underserved communities that are defined by race, ethnicity, tribe, gender, sexual identity or rural/frontier location.

Eligibility Criteria (page 5)

Eligibility Criteria are described starting on page 5.

Selection Criteria (page 9)

Selection Criteria are described starting on page 9. Additional details may be found on the program's Web site.

Total Awards

- Up to \$1 million is available in 2010.
- Up to eight matching grants of between \$50,000 and \$200,000 each will be awarded.

Key Dates and Deadlines

- Optional applicant conference calls will be scheduled. Information will be posted at www.localfundingpartnerships.org under How to Apply.
- Proposals may be submitted at any time throughout 2010.
- Submitted proposals will be processed for review on the following dates:
 - May 5, 2010
 - September 1, 2010
 - January 5, 2011

How to Apply (page 12)

All proposals must be submitted through the *Local Funding Partnerships* online system.

Inquiries should be addressed to:

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Phone: (609) 275-4128

E-mail: cholloman@localfundingpartnerships.org

www.localfundingpartnerships.org

Background

Improving Health by Meeting People Where They Are

The mission of the Robert Wood Johnson Foundation (RWJF) is to improve the health and health care of all Americans. Through its Vulnerable Populations Portfolio, the Foundation supports programs that identify new approaches for better health by recognizing the critical relationship between our health and where and how we live, work, learn and play. Whether working in a day-care center, a school, a jail, at home or on the street, RWJF seeks to fund programs to improve health where it happens.

Acknowledging that factors such as violence, poverty, inadequate housing and education contribute to poor health, Vulnerable Populations grantees find pragmatic, innovative ways to make better health possible in the context of difficult life circumstances. These programs approach health differently, changing the way we look at problems and opportunities to deliver real improvements in quality of life and health.

Why Focus on Violence?

Across America, violence is too often an obstacle on the pathway to good health. There are many barriers: from a child who suffers depression because of abuse in his or her home, to a diabetic grandmother who cannot walk to the store because she doesn't feel safe in her neighborhood, to a homeless veteran who is too emotionally scarred to keep a job.

While violent behavior is not confined by economic class, language or location, certain populations are at higher risk for injury and harm. They include communities of color; immigrants; people who identify themselves as lesbian, gay, bisexual, or transgender; people isolated because of their racial, tribal or ethnic group and people who live in remote rural or frontier locations.

RWJF Local Funding Partnerships seeks practical strategies and solutions from local funders and organizations to increase community peace and

safety, foster resiliency and build upon individual and group strengths, assets, wisdom, compassion and skills in order to address violence as a serious barrier to good health.

Such programs may focus on the needs of individuals, families or communities including coming together for common causes: such as stopping intimate partner violence, child or elder abuse, gang activity or post-war trauma. These include programs related to the impact of intentional and unintentional violent behavior in their common places: homes, schools, work sites and other community settings.

Recognize Potential, Give It Roots, Keep It Growing. Robert Wood Johnson Foundation Local Funding Partnerships (LFP) recognizes that the best ideas for solving pressing community problems come from members of the communities themselves. At the same time, we know that the long-term potential for these programs could be significantly enhanced if a national foundation were to partner with local funders to leverage their combined resources.

Housed within the Vulnerable Populations Portfolio, LFP is a national matching grants program that supports an array of innovative projects so better health can take root in our communities. LFP Special Solicitations, such as the one described in this call for proposals, provide an additional opportunity for diversity-focused funders to leverage matching dollars from RWJF.

Diversity-focused funds are created by people who share common places, experiences, language and culture. Examples of diversity-focused funds include Hispanic philanthropies, women's foundations and tribal funds.

The Program

In 2010 *Peaceful Pathways: Reducing Exposure to Violence* will fund up to eight projects within diverse communities to reduce exposure to violence. Up to \$1 million will be awarded through this special solicitation. Proposals will be accepted throughout the year.

These matching grants will be between \$50,000 and \$200,000 per project, paid out in increments over a period of up to three years. During that time, at least 75 percent of the award must be matched dollar for dollar by local grantmakers. In-kind contributions may be used to match up to 25 percent of the total award each year. Examples of in-kind contributions include donated office space, printing or a percent of an employee's time.

The applicant organization must be nominated by a diversity-focused funder, but that funder is not responsible for providing all of the matching dollars. Over the life of the grant RWJF encourages multiple local grantmakers to work together to help the project grow.

Complete information about this special solicitation, *Peaceful Pathways: Reducing Exposure to Violence*—as well as information about the LFP Annual Grantmaking call for proposals—may also be found on the program's Web site at www.localfundingpartnerships.org.

Eligibility Criteria

To be considered for funding through the *RWJF Local Funding Partnerships*, each proposal must include the following parties:

1. An eligible nominating funder who will propose a funding partnership with RWJF to support a proposed project of a local nonprofit organization; and
2. A nonprofit applicant organization classified as tax-exempt under Section 501(c)(3) of the Internal Revenue Code.

Eligible Nominating Funders

To nominate projects for *Peaceful Pathways*, a grantmaking organization must be tax-exempt under Section 501(c)(3) of the Internal Revenue Code and must represent a community of color or diversity that is traditionally underserved by mainstream philanthropy.

More information on diversity-focused funders may be found on the Web site of the Forum of Regional Associations of Grantmakers, www.givingforum.org in the Racial, Ethnic and Tribal Philanthropy Knowledge Center. Examples of diversity-focused funders include grantmakers committed to projects for gay, lesbian, bisexual or transgender people; African-American affinity groups or refugee resettlement funds.

Diversity-focused funds may be incorporated as independent funds or they may be affiliated under the umbrella of an established philanthropy such as a community foundation. They may be structured as donor-advised funds, field-of-interest funds, designated funds, ethnic funds, endowed funds, diversity funds, special interest funds or giving circles.

The nominating funder may contribute some or all of the matching dollars, working with other local grantmakers and the grantee to help obtain sufficient matching funds and technical assistance throughout the grant period. The nominating funder will be RWJF's primary contact and serve as liaison with any other local funding partners.

Eligible Matching Funds

RWJF encourages multiple donors and funders to work together over the duration of the grant (up to three years maximum) to help the project grow and to invest resources in the community to be served. These additional funding partners are not limited to diversity-focused funders.

Matching funds may come from many types of grantmaking organizations such as independent and private foundations, family and community foundations, corporate foundations and other philanthropies.

- All matching funds must represent new funding specifically designated to support the proposed project.
- Funds raised for capital costs, renovations or endowment are not eligible as matching funds.
- In-kind services may be used to match up to 25 percent of the award each year.

In-kind services are defined as contributed services that have a dollar value, such as a percentage of an individual's salaried time, office space, duplicating and printing support, etc. In-kind services are often necessary to complete a project's budget, and applicants are allowed to seek these forms of support for up to 25 percent of the RWJF request per year.

City, county or state funds may be considered an additional source of matching dollars along with philanthropic support. In that situation, applicants must clearly document that these are new public funds, designated solely for this project.

Eligible Applicants

The applicant organization must be the entity that will assume leadership in implementing the grant-funded project. Applicants must be nonprofit organizations that are tax-exempt under Section 501(c)(3) of the Internal Revenue Code. Typically the applicant is not primarily a grantmaking organization and it cannot be classified as a private foundation under IRS Section 509(a).

To be eligible, an applicant organization must demonstrate the fiscal capacity to manage the funds. The grant award must not exceed 50 percent of the organization's annual budget.

A small agency may be affiliated with an organization that has a more established administrative infrastructure. For example, a community foundation may be eligible to apply on behalf of a special affinity group operating within the philanthropy.

We welcome applicant organizations with knowledge of and commitment to the specific group to be served with respect to language, history and culture. Applicants should be active in the community to be served and engage members of the community in planning and leadership. We are especially interested in organizations with proven experience in building partnerships between their respective communities and outside groups.

*Those **not** eligible for funding through this solicitation include:*

- Large organizations such as universities and their foundations, medical centers and their foundations, and United Way organizations;
- Organizations focused solely on a specific health condition, disease or disability; and
- Organizations funded previously or currently by RWJF unless the new project is demonstrably different from the originally funded program.

Eligible Projects

In 2010 the *Peaceful Pathways* program will fund projects that work to reduce violence in the context of a specific, vulnerable community such as a group that is under-resourced because of race, ethnicity, tribe, gender, sexual identity, rural/frontier location or other distinct characteristic.

Projects must be new, community-based and culturally appropriate, reflecting how language skills, significant cultural differences, education, income and discrimination affect health-related outcomes.

So that proposals will reflect the priorities of the designated community, there is great latitude in the definition of violence. Project examples include the following:

- May relate to interpersonal or public violence, to the behavior of gangs or individuals, or to the experience of war or family violence.
- May serve any age, from the youngest children to the most senior members of a community.
- May focus on any threatening or violent behavior that results in emotional, psychological or physical harm.
- Prevention programs are eligible, as are projects designed to help people affected as victims, witnesses or perpetrators.
- May address hate crimes, bias or abuse in the workplace or in public, nonprofit or private agencies.
- May address threats or endangerment from strangers or from persons well known to the victim, as well as sexual violence or intimate partner violence.
- Projects that deal creatively with conflict and anger, that strengthen communities by identifying risk and protective factors, and that create immediate, practical solutions to improve health and quality of life are also eligible.

Selection Criteria

Criteria used to assess projects include:

- Description of the specific vulnerable population to be served including the needs and strengths of the community, number of people to be served, and the role of history, culture and location.
- Presentation of the violent behavior to be addressed, specifically explaining the impact of such violence within the context of the community to be served.
- Clarity and practicality of the proposed intervention including anticipated effectiveness, original program elements and potential to change any current system.

- Cultural appropriateness of the proposed strategy, including how it leverages the community’s own characteristic attributes and vitality.
- Evidence that members of the community to be served have been involved in the development and leadership of the project and that the project reflects knowledge and understanding about the community to be served.
- Active engagement of the nominating funder and any other local grantmakers including how they became involved and what their role has been.
- Capacity of the organization to implement the proposed project and manage grant funds.
- A reasonable and cost-efficient budget.
- Potential for the project to sustain and be valued within the community.
- RWJF does not fund international programs.

In keeping with RWJF standards, our goal is to fund projects comprising a group of grantees diverse in location and type of organization.

Evaluation and Monitoring

All applicants are asked to include plans for assessing the success of their projects. Grantees will be expected to work with the LFP national program office to adopt consistent methods for assessing particular outcomes.

Grantees are expected to meet RWJF requirements for the submission of narrative and financial reports, as well as periodic information needed for overall project performance monitoring and management. Project directors will be asked to attend periodic meetings and give progress reports on their grants. At the close of each grant, the lead agency is expected to provide a written report on the project and its findings suitable for wide dissemination.

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 essential to the project. Grant funds may be used for contracts related specifically to implementation of the project.

Grant funds may not be used for general operating funds, organizational capacity building or capital expenditures, re-granting, fundraising, endowments or scholarships.

Research studies and community assessments will not be funded through this program.

In keeping with RWJF policy, grant funds may *not* be used to subsidize individuals for the costs of their health care; to pay for medication, eyeglasses or personal care items; 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.

Once a project is selected, RWJF grant funds are disbursed in increments over the period of the grant; the total is not delivered in one sum. Awards under *Peaceful Pathways: Reducing Exposure to Violence* may be for up to three years.

Funded grantees will submit a budget for each year of the grant that shows how much of their RWJF award they plan to spend *that year*. At the beginning of each year the Foundation requires written confirmation of the resources to match that year's payments. Local funding partners must authorize dollar-for-dollar matching funds to equal at least 75 percent of the RWJF funds for that year. The remainder of the match for RWJF funds may be in in-kind services valued up to 25 percent of that year's payments.

How to Apply

This program only accepts proposals submitted through the Local Funding Partnerships online system at www.localfundingpartnerships.org. Detailed instructions on how to complete an application and upload required documents are available under How to Apply: Peaceful Pathways.

Proposal Requirements

Instructions and templates for the required submission documents are provided via the online application. The following items are required:

1. Letter of Nomination from a Diversity-Focused Funder
2. Executive Summary of the Proposed Project (one page)
3. Proposal Narrative (5–8 page maximum, double-spaced)
4. Project Timeline
5. Project Budget
6. Budget Narrative
7. List of Objectives

You may also include:

- Letters from additional funding partners
- Letters of community partnership and support

Further explanation of each of these items is posted at www.localfundingpartnerships.org.

A local grantmaker that is a diversity-focused funder must prepare an original letter of nomination recommending the local applicant's project. The letter should affirm the grantmaker's endorsement of the initiative and intention to work with the applicant and all potential funding partners to obtain the funding necessary to match RWJF funds.

Please include information about the nature of the funder's grantmaking specifically related to diversity-focused funding in the community to be

served. We also welcome information regarding the nominating funder's involvement with the development of this initiative, with the applicant agency, with other local coalition partners and with other interested local funders.

The letter of nomination should be on the grantmaker's stationery and include the name and address of the local applicant and the name, telephone number and e-mail address of the contact person at the grantmaking organization.

The *local applicant* for grant funds, in consultation with the nominating funder, must prepare an *executive summary* (one page) and the remaining documents described below and on the LFP Web site.

A *proposal narrative* written in a question-and-answer format shown below should be double-spaced, with at least a one-inch margin on all four sides of each page. *The total narrative—including the answers to all six questions—is not to exceed eight pages.*

The proposal narrative must answer the following questions in this order:

- 1. How would this project improve health and well-being in your community by reducing exposure to violence?**

Clearly describe the community to be served, the disruptive, violent behavior to be addressed and the specific intervention you propose. Explain the relationship in the program between the community organizations and providers of services that will be involved and the residents of the community. State the project's goals and objectives and include what you would consider to be indications of the project's success in your community.

2. How have your nominating funder and any other local funding partners been involved in the development of this proposal?

Discuss the connection of your nominating funder to this community and in what ways this grantmaking organization meets the criteria of a diversity-focused funder. Describe how the nominating funder and any other grantmakers became aware of this initiative and how they have been involved as your plans progressed. Indicate any experience they may have or interest they have shown in working on concerns about violence in the community.

- List all grantmakers who have expressed interest in supporting this project. In addition, you may submit letters of support from any or all of these funders. Please note: while the nominating funder must represent a diversity-focused fund, additional funding partners may come from any type of grantmaking organization.

3. How will collaboration with other organizations help to achieve the goals of your project?

Explain how different groups—from within and outside of the community—will work together on this project. Include any ways in which you are already working together, as well as any roles or responsibilities you expect specific groups to assume in order to implement your plan. How are decisions made amongst the partners? How much experience do various partners have in working with the members of this community?

- List all organizations with whom you expect to partner on this project. In addition, you may submit letters of community support from any or all of these groups.

4. How was this program developed, identified or selected by your community and how does it fit the culture and dynamics of the individuals and community it will serve?

Briefly describe the origins of this model—whether it is a new concept, or whether it has been adapted or adopted from another place or group. Be sure to include any elements that are new or innovative and explain how the plan leverages the community’s own wisdom, skills and heritage. Clarify what it is about the program that responds to the specific culture of this community and how it may be appropriate for diverse members of the community.

5. What assets will the applicant organization employ in order to implement this project at this time?

Briefly relate the history of the organization and its experience in the community to be served, including whether and how the leadership and membership of the organization are reflective of the communities they seek to serve. Note where it is located, the annual budget and the source of its operating funds. Describe current leadership, current staffing levels (paid and volunteer) and the role of any governing board. Demonstrate the capacity the agency brings to this project and note the impact this additional work may have on current operations or future plans.

6. Is there any additional information you wish to share?

If the applicant was previously or is currently receiving funds from RWJF, the proposal must clearly describe the difference between this proposed project and the project funded earlier. If any other proposal has been submitted to RWJF to support this project, report the status of that application.

The *project timeline* may be presented as a chart and should reflect the major milestones of project activity throughout the one, two or three years of the grant. Some activities may encompass an entire year, and

some may be one-time-only activities. The projected timeline should also indicate when you expect goals or outcomes would be achieved. The project timeline is *not* included in the eight-page limit of the project narrative.

To see a sample project timeline, go to www.localfundingpartnerships.org under Special Solicitation: Proposal Requirements.

The *preliminary budget* should:

- begin with a one-page total consolidated budget of the project; and
- be followed by a one-page budget for each year of the grant.

Please use a columnar format and include the funds anticipated from RWJF, matching grants and any other revenues. To see a sample budget, go to www.localfundingpartnerships.org under Special Solicitation: Proposal Requirements.

The *budget narrative* is where you describe how the funds requested for each line item will be spent and how the amount was determined. In this narrative provide as much detail as possible but write one document that explains the consolidated budget for the entire one, two, or three years of the grant. You do not need a separate budget narrative for each year. (The budget narrative does not count as part of your 5–8 page project narrative.)

The *list of objectives* summarizes the goals of your proposal. The online application includes a place for you to describe three-to-five specific, measurable objectives against which we can assess the progress of your project. These objectives should be the same as those expressed in your narrative, but simply puts them in a different format.

The *online application* requires contact information for the applicant and the nominating grantmaker.

Please note that the individuals named as “contact” should be easily accessible by e-mail and able to respond promptly.

Questions may be directed at any time to the LFP program office staff listed on page 18.

Proposal Review

Proposals for the LFP Special Solicitation *Peaceful Pathways* may be submitted at any time throughout 2010. Submitted proposals will be reviewed periodically and applicants will be notified whether or not their proposals are moving forward for further consideration. Applicants selected for continued review will be asked for additional information regarding the applicant’s organizational capacity, community and funder engagement, and specific project objectives, budget and timeline. Grants will then only be awarded after any requests for additional information have been satisfied, objectives and budget are agreed upon, and the first year’s matching funds are confirmed. The foundation does not provide critiques of individual proposals.

Program Direction

Direction and technical assistance for this program are provided by the LFP program office, located at:

Health Research and Educational Trust of New Jersey
760 Alexander Road
Princeton, NJ 08543-0001
Phone: (609) 275-4128
Fax: (609) 419-0689
E-mail: info@localfundingpartnerships.org
Web Site: www.localfundingpartnerships.org

Responsible staff members at the LFP program office are:

- Pauline M. Seitz, *program director*
- Curtis E. Holloman, *deputy director*
- Leticia Peguero, *deputy director*

Responsible staff members at the Robert Wood Johnson Foundation are:

- Kristin Schubert, *program officer*
- Jane Isaacs Lowe, Ph.D., *team director, Vulnerable Populations Portfolio*
- Joann Baquilod, *grants administrator*

Timetable

Optional applicant conference calls will be scheduled during the year. Information will be posted at www.localfundingpartnerships.org under How to Apply.

Proposals for this solicitation may be submitted at any time throughout the year.

Submitted proposals will be processed for review on the following dates:

- May 5, 2010
- September 1, 2010
- January 5, 2011

Robert Wood Johnson Foundation Local Funding Partnerships is a national program office of the Robert Wood Johnson Foundation and directs two grantmaking programs:

Peaceful Pathways: Reducing Exposure to Violence as described in this brochure and

LFP Annual Grantmaking:

- Awards matching grants of \$200,000–\$500,000
- Deadline for Brief Proposals is June 30, 2010
- For more information on the wide array of innovative proposals that are eligible and the many types of grantmakers who may serve as nominating funding partners, please visit the program's Web site at www.localfundingpartnerships.org.

About the Robert Wood Johnson Foundation

The Robert Wood Johnson Foundation focuses on the pressing health and health care issues facing our country. As the nation's largest philanthropy devoted exclusively to improving the health and health care of all Americans, we work with a diverse group of organizations and individuals to identify solutions and achieve comprehensive, meaningful and timely change.

For more than 35 years we've brought experience, commitment and a rigorous, balanced approach to the problems that affect the health and health care of those we serve. When it comes to helping Americans lead healthier lives and get the care they need, we expect to make a difference in your lifetime.

For more information visit www.rwjf.org.

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



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January 2010