www.rwjf.org/cfp/power_cbb

Community Power: Increasing Understanding of Base-Building Methods

Applicant Webinar

September 9, 2019



Webinar Nuts & Bolts Overview

- Q&A at the end of short presentation. To submit a question:
 - Type your question using chat function
- Webinar is being recorded and a link will be available in the Resources section of my.rwjf.org or at http://www.rwjf.org/cfp/power_cbb



Project Team

Aditi Vaidya, MPH

Senior Program Officer Robert Wood Johnson Foundation

Monique Mehta

Project Director

Lead Local: Community-Driven Change and
the Power of Collective Action

Karen Ellis

Principal MMS Education

Becky Clark

Project Manager MMS Education



Webinar Overview

- About RWJF Healthy Communities and the Lead Local collaborative
- Briefly highlight historical context
- Highlight key CFP elements and dates
- Questions & Answers



RWJF Healthy Communities, the Lead Local Collaborative, and Historical Context

RWJF Healthy Communities

- Healthy Communities is aimed at creating the conditions in communities that allow all residents to achieve their best possible health and well-being. We are committed to seeing these improvements benefit the lives of all residents, but most especially low-income residents and residents of color.
- RWJF recognizes people and organizations must develop and use skills to influence conditions in their communities and increase demand for better health.
- A central tenet of our Culture of Health vision is health equity—which we define, in part, as removing obstacles to health, including powerlessness. This includes understanding the efforts and influence of grassroots-led organizations.

History of Support Related to Community Power Building

2004: Tobacco Policy Change

 work with low-income and Native American communities and with communities of color to build coalition campaigns for tobacco control policies.

2008: the Praxis Project/Communities Creating Healthy Environments

 apply the principles and practices of community organizing and social justice to reversing childhood obesity in communities of color.

2011: Funders' Collaborative on Youth Organizing

 increase resources to the field of youth organizing and promote the leadership of low-income young people and young people of color in social justice organizing.

Recently:

National civic and faith organizations (NAACP, UnidosUS, Faith in Action, YMCA)

continue our focus on capacity building

Voices for Healthy Kids initiative

 making it easier for all children to eat healthy foods and be active

Forward Promise

 strengthening communities that raise and empower boys and young men of color.



Lead Local

Lead Local: Community-Driven Change and the Power of Collective Action

- Collaborative that brings together local grassroots community power-building efforts, researchers, and leaders in the fields of community organizing, advocacy, public health, and science.
- Seeking to learn how grassroots community power-building efforts are advancing change in neighborhood conditions that improve health, equity, and well-being.
- Collectively working to answer the question:

How does community power catalyze, create, and sustain conditions for healthy communities?



About this Call for Proposals

CFP Purpose

This call for proposals (CFP) will support research projects to build an understanding of the range of methods applied in innovative and effective community base-building that result in changes to community-level social, economic, and physical conditions that we know influence health and equity.



What is Base-building

For the purposes of this Call for Proposals:

- Strategies and activities used by residents, workers, consumers, and other constituencies to **build collective strength and power** to address a variety of inequitable conditions in communities.
- Goal is to build power specifically in historically excluded or underrepresented populations.



Common Base-building Categories

Research projects should document and analyze base-building methodologies (and activities) in each of these common categories:

- Processes: methods used to identify and recruit constituencies, and methods used to design leadership development programs
- Infrastructure: building systems and structures that support base-building processes
- Relationships: depth, breadth, and activation

NOT methods related to policy advocacy, coalitionbuilding, communications or organizational development

Base-Building Categories

Category of Base-Building Methodology	Base-Building Activities	
Processes (methods used to identify and recruit constituencies, and methods used to design leadership development programs)	identifying vision or structural change goals; identifying the target constituency or neighborhood; determining outreach methods (online/social media; door-to- door; one-on-one meetings; canvass; intake model, etc.); determining data collection methods (online, pledge form, memberships, etc.); planning recruitment activities (informational meetings, special gathering, one-on-one meetings, etc.); designing leadership development programs and activities.	
Infrastructure (building systems and structures that support base-building processes)	committee building; developing tracking systems for members and leaders; developing messages; developing accountability structures and systems; creating leadership development trainings and curricula; creating the system(s) of evaluation.	
Relationships (depth, breadth, and activation)	tracking indicators such as number and characteristics of people contacted who become involved with organization; determining indicators pointing to the nature of conversations and nature of interactions resulting in relationship and community-building; developing metrics, such as the conversion rate between people expressing an interest in joining an organization versus those who become part of that organization; tracking the number of people who get involved and get activated, those who engage in an action or a meeting; tracking number of people who become increasingly more involved and take ownership of activities and events in an organization; creating methods and measures of changing social cohesion and social capital; determining shifts in social networks (determining if and how new relationships are vertical and/or horizontal)	

Types of Projects We Seek

- Collaborations between grassroots-led organizations and researchers
- Research projects designed to retrospectively examine various methods resulting in innovative and effective community base-building
- Projects that document and analyze the base-building methodologies and activities



What is a "grassroots-led organization"?

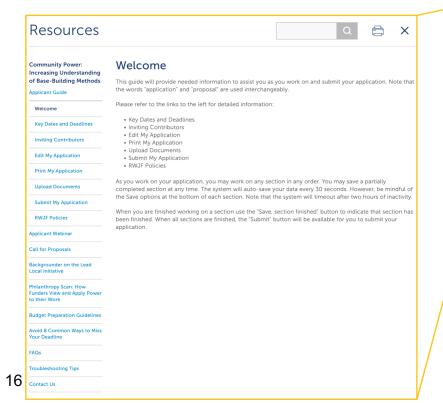
For the purposes of this Call for Proposals:

- Grassroots-led organizations are those whose constituencies and leadership are affected by health, social, and economic inequities.
- These are organizations led by residents, workers, and other constituencies who come together, develop a collective vision for their communities, and create and execute strategies and tactics to advocate for that vision.

Timeline

Proposal Submission Deadline	September 24, 2019 at 3:00 p.m. ET
Review Period	Late September - Mid October
Finalists notified of funding recommendation	Late October 2019
Grant Award Start Date	December 15, 2019

MyRWJF



MyRWJF Proposal

2019 Call for Proposals

MyRWJF Activity | MyRWJF | Becky ▼

Community Power: Increasing Understanding of Base-Building Methods

ID: 86794

Print Proposal



Notice:

The program will host an optional applicant webinar on September 9, 2019 from 1:00-2:00 p.m. ET.

Instruction:

Welcome to the RWJF online grant application system for the Community Power: Increasing

See More

Deadline: Sep 24, 2019 03:00 PM ET 28 days remaining

Submit

Status	Section	Description
~	Eligibility Criteria	Review the eligibility criteria and indicate whether the applicant organization meets these conditions.
~	Applicant Organization and Tax Verification	Provide information specific to the applicant organization.
~	Key Contacts	Provide contact information for key project members.
~	Project Summary	Provide project summary information.
~	Proposal Narrative	Provide a proposal narrative for your project.
~	Budget Worksheet	Provide a budget for the proposed project.
~	Budget Narrative	Provide a detailed budget narrative to support the budget worksheet.
~	Supporting Documents	Provide supporting documents for your proposal.
~	Financial Due Diligence	Answer questions on the financial status of the applicant organization. If required, provide audited financials and organizational staffing information.
~	Polls and Surveys	Let us know if any polls or surveys will be conducted during the proposed project.
~	Open Access	Provide information on publishing in peer-review journals.
Proposal stat	tus: In Progress	Last updated on 08/20/2019 by Carole J. Saling

Please note: In some cases, we may request additional information and/or materials to complete our review.

Questions

- Submit questions via the webinar chat box
- Questions submitted during this webinar will be included in program-specific FAQs, which will be found in the Resources section of my.rwjf.org
- Email LeadLocalCFP@rwjf.org with questions at any time



Thank you!

We look forward to reading your proposals.



The following slides were not used during the webinar presentation but may be useful to review.

Who's Eligible to Apply?

- Applicant organization <u>must be</u> a grassroots-led organization; no requirements on where researcher hails
- U.S.-based organizations
- Organizations within and outside the public health sector
- Organizations only, not individuals

Preference to:

- Applicants that represent or have authentic relationships and/or collaborations with low-income communities and communities of color hardest hit by health inequities.
- Public entities or nonprofit organizations

Selection Criteria

Competitive proposals will address proposal elements:

Selected focus for the research project

The base that is the focus of the project

The research design and plan of work

Collaboration between grassroots-led organization(s) and researcher(s)

Potential challenges and risks associated with the proposed research project

How the project will fill gaps and advance understanding



Selection Criteria (continued)

Competitive proposals also will:

Align with CFP purpose and focus Include a high quality and feasible research design Come from applicant teams with:

- a focus in base-building work
- a history of strong collaboration between the grassroots-led organization(s) and researcher(s)
- expertise in base-building and related fields among the key personnel
 Have an appropriate budget and management structure
 for the project



Funding Level and Duration

- RWJF will award grants with project funding ranging between \$200,000 - \$250,000
- A total of \$1,000,000 is available for this CFP
- Projects ideally will be 18 months in duration with the potential to extend to 24 months if needed.



Lead Local Collaboration

Funded organizations will be required to:

- Engage with other Lead Local grantees and researchers in collectively learning
- Engage with Lead Local researchers as project advisers
- Participate in Lead Local convenings during their grant period*
- Contribute to the collective learning and associated communication products

*CFP proposals and budgets must include travel expenses for up to three project staff to attend three Lead Local convenings

Application Process

Your Application

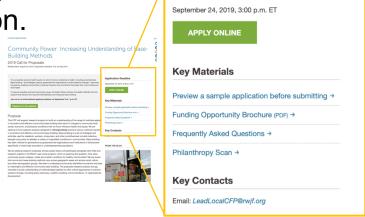
 Applications <u>must</u> be submitted through the MyRWJF system at my.rwjf.org system (also referred to as Application & Review, or A&R, system).

Familiarize yourself with the detailed instructions and formatting

requirements displayed in the online application system before beginning your application.

 You can preview a sample application on the funding opportunity page "Key Materials" section.

Save frequently!



Application Deadline

Application Sections

Project Summary

Short summary of your proposed project

Proposal Narrative

- Maximum 10 pages, single-spaced
- 12-point Arial font, one-inch margins

Budget Narrative

- No page limit
- Refer to Budget Preparation
 Guidelines, as needed

Budget Worksheet

Change duration length to length of proposed project



Supporting Documents

CV/Resume Instructions (required)

max five, four-page documents

Letters of Partnerships (required)

max five, two-page documents

Workplan/Timeline (required)

max five pages

Additional Supporting Information

max ten pages; can list references here

