

Identifying the Next Phase of Leadership and Management for the RWJF Culture of Health Prize Call for Proposals

Applicant Webinar

June 19, 2020



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Platform Logistics

You are on mute!

Having technical difficulties?

- Contact RingCentral for support at 1-800-595-8110
- A link will be available for playback in the resource section of *my.RWJF.org*

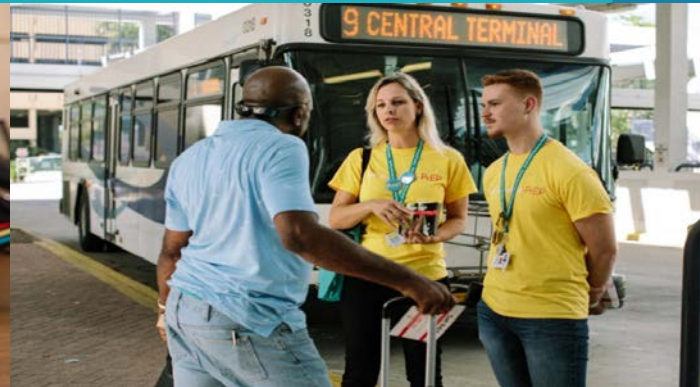
There will be a Q&A at the end of the presentation

- Use the “Q&A” function to submit questions





We, as a nation, will strive together to build a Culture of Health enabling all in our diverse society to lead healthier lives, now and for generations to come.



The importance of this day, June 19

- *Juneteenth*
- *Civil Rights Act of 1964*

Outline for today's conversation

- Overview of the RWJF Culture of Health Prize (Prize) and purpose of this Call for Proposals
- Responsibilities of the selected entity
- Award information
- Eligibility and selection criteria
- Application process, including key dates
- Questions and answers



RWJF Culture of Health Prize Winners



Important characteristics of the Prize

- National recognition prize for work that is already accomplished
- Honors whole communities (geographically defined jurisdictions)
- Seeks to showcase what is possible; inspire others to apply the principles exemplified in the Prize criteria; and contribute to a broader narrative about and demand for how we as a nation can create a Culture of Health for *all*
- Prize winners are expected to be announced annually



The Purpose of this Call for Proposals (CFP)

This request seeks an entity to re-imagine, lead, and manage the next two-year phase of the leadership and management of the national RWJF Culture of Health Prize.

We seek applicants to propose approaches to the selection, strategic communications, celebration and learning activities in ways that advance the Prize's reach, influence, visibility, and the Foundation's commitment to health equity.

This includes the Prize's ability to increase awareness about the role of community conditions on health, equity and wellbeing; to offer new and alternative strategies for creating healthier, more equitable communities; and to build demand for what's possible.



Lead Entity's Responsibilities

- Prize program vision, strategy, and implementation
- Prize program relationships
- Selection process
- Celebration & learning activities with new winners and alumni, including strategic communications
- Ongoing project management and quality improvement



Total Awards

February 1, 2021 through December 15, 2023

One contract, up to \$4M to provide leadership and management of the Prize for the 2022 and 2023 cohorts in line with the responsibilities outlined in the CFP

Lead entity is expected to have designated milestones that would determine success of planning and demonstrated readiness and capacity to take on implementation

Milestones will also help RWJF determine renewal of this contract for cohorts for 2024 and beyond



Related to this award

RWJF will award, directly, prizes in each Prize cohort (2022 and 2023).

RWJF will provide separate funds to: (a) contracted communications firms to support strategic communications efforts and (b) contracted evaluation firms to support external evaluations related to the program. These funds are intended to complement the capacities of the lead entity selected through this Call for Proposals.



Use of Funds

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.

In keeping with RWJF policy, funds may not be used to support clinical trials of unapproved drugs or devices, to construct or renovate facilities, for lobbying, for political activities, or as a substitute for funds currently being used to support similar activities.



Note on budgeting

While we are seeking the most qualified applicant to complete this work, competitiveness of rate structures also will be taken into consideration.

To be able to accurately compare various bids, we ask that you supply billable rates for the various staff members included in your proposal. The Foundation will not accept fixed-price contract proposals.



Eligibility criteria

Applicants may be public entities; nonprofit organizations that are tax-exempt under Section 501(c)(3) of the Internal Revenue Code; or for-profit organizations.

Applicant organizations must be based in the United States or its territories.



Selection Criteria

- Commitment to equity, diversity, and inclusion and evidence of their application in its proposed approach
- Creativity in approach and an ability to balance vision with implementation
- Understanding of the multiple and structural determinants of health and equity, as well as of community-led strategies for social change
- Experience with influence strategies, strategic communications, campaigns, and/or prize philanthropy



Selection Criteria

- Experience working with communities and with tasks related to the roles and responsibilities outlined in the section *Overview of Lead Entity's Responsibilities*
- Capacity for implementation, such as running a selection process, planning and producing event(s), and having relevant financial systems needed to process reimbursements
- Appropriateness of budget vis-a-vis project activities



Important qualities

- Commitment to improving health and equity
- A clear track record of successful engagement with diverse constituencies
- Understanding and experience with influence strategies, strategic communications, campaigns, and/or prize philanthropy as mechanisms for creating social change
- Complex project management expertise as well as experience working collaboratively in a complex program
- Experience running competitive selection processes and providing logistical support for these processes



Important qualities, continued

- Willingness to tolerate ambiguity and to adjust processes and activities as learning occurs
- Willingness to bring experience and new thinking to bear and provide guidance based on those experiences, while recognizing the national Prize is, and will continue to be, branded in a way that ties directly to RWJF's vision
- Commitment to budgeting and managing funds in a manner that reflects responsible stewardship of resources



Key dates and deadlines

Deadline for Receipt of Proposals

July 31, 2020 (3 p.m. ET)

Virtual Discussions with Selected Finalists

Early October 2020

Start Date

February 1, 2021



Other considerations

The selected entity may be invited to join Prize celebration and learning events in advance of their contract start date as a way to understand the program to date.



Application Process

Proposals must be submitted via the RWJF online system [my.RWJF.org](https://my.rwjf.org)

- Visit www.rwjf.org/cfp/prize-lead and use the “Apply Online” link.
- If you haven’t done so already, you’ll be required to register at my.rwjf.org before you begin the application process

RWJF does not provide individual critiques of proposals submitted.

RWJF will accept only those proposals that are completed/submitted at the time of the deadline of **July 31, 2020 (3 p.m. ET)**



Your Proposal

Requested elements of the proposal include descriptions of

- Your experience and lessons learned that you would apply to this opportunity
- Evidence of commitment to diversity, equity, and inclusion, and understanding of the multiple and structural determinants of health and of community-led strategies for social change
- Creativity and intentionality in approach to the responsibilities named in the CFP, including ideas, timeline, milestones, and mitigation strategies
- Proposed budget

Please reference the CFP and my.RWJF.org for detailed instructions and required application elements



Q&A

Submit questions through the “Q&A” function

- Today’s webinar is being recorded and will be uploaded to *my.RWJF.org*
- Program-specific Frequently Asked Questions (FAQs) can be found in the Resources section of *my.RWJF.org* and will be regularly updated.
- Please check the FAQs before contacting the Foundation.



Thank you!

Download the CFP and review FAQs at
www.rwjf.org/cfp/prize-lead

Email questions to COHprize@rwjf.org

