



Healthy Weight Request for Proposals and Application Instructions

Questions? Contact Kate Shirah (Kate@rexendowment.org or 919-838-1183).

**Letters of Intent must be e-mailed by noon on Tuesday, February 14, 2012 to:
Kate@rexendowment.org**

Grantmaking Rationale

The John Rex Endowment invests in the development and support of activities, programs and organizations that improve the health of underserved people in Wake County. The John Rex Endowment supports visible and measurable improvements in the health of children and youth by improving access to health services, by promoting healthy behaviors and by providing opportunities for growth and development.

Childhood overweight and obesity continues to be a critical concern for Wake County. In 2009, of Wake County children ages 2-4 participating in the Women, Infants, and Children (WIC) program or being seen at child health clinics, a staggering 16.9% were overweight and 17.4% were obese. Among children ages 5-11, the percentages increase to 18.1% and 25.1% respectively.¹ Further, although population estimates based on the NC Child Health Assessment and Monitoring Program survey are not available at the county-level, data suggests that of all NC children ages 10-17 in the Piedmont region 14.3% are overweight and 13.7% are obese.²

The one thing we know for certain is that there is no single solution to the complex problem of childhood overweight and obesity. Children's activity levels and eating habits are heavily influenced by factors beyond their control, and even the decisions they can make for themselves are shaped by what they see others around them doing. Therefore, the John Rex Endowment is interested in supporting overweight and obesity prevention strategies that (1) have a wide public impact, (2) lead to long-lasting preventive benefits, and (3) change policies or the environment to support healthy weight.

Funding Availability

Grant Types

Three types of support are available through this funding opportunity: (1) assessment grants, (2) planning grants, and (3) implementation grants. Assessment grants provide funding to conduct an inventory, characterize, or make an assessment particular to a designated question or need. Planning grants provide support for developing a plan of action for an identified need. The John Rex Endowment will consider applications requesting funding for a combined assessment and planning effort. Implementation grants provide funding to conduct a project that addresses an identified need.

¹ North Carolina Nutrition and Physical Activity Surveillance System. (2009). Raleigh, NC: NC Department of Health and Human Services Nutrition Services Branch. Available from <http://www.nutritionnc.com/nutrsurv.htm>

² North Carolina Child Health Assessment and Monitoring Program (CHAMP) Survey Data. (2010). Raleigh, NC: NC Department of Health and Human Services State Center for Health Statistics. Available from http://www.schs.state.nc.us/SCHS/champ/2010/bmi_cat10.html

Proposal Criteria

For all types of support, both the grant term and the requested budget should be determined by the purpose and activities of the proposed project. Proposals for assessment or planning grants must demonstrate intention towards action. Proposals for implementation grants should incorporate strategies using the best available evidence of effectiveness in addressing targeted outcomes. Such demonstration could include established best practice guidelines, reviews of the research evidence, or a foundation in theory. Implementation grant proposals that are developed as a result of a quality assessment and planning process will be more competitive than those that are not. In addition, all proposals must:

- Emphasize a benefit for underserved children and youth in Wake County, as well as prioritize reaching children and youth who are or are at risk for being overweight or obese.
- Provide evidence of a sustained benefit beyond the term of the grant (i.e., the benefit of the grant is achieved by the end of the grant and significant ongoing resources are not required to maintain the benefit).
- Demonstrate consideration of existing local and/or state planning and implementation activities related to overweight and obesity prevention. Resources include:
 - ⇒ Eat Smart, Move More North Carolina <http://www.eatsmartmovemorenc.com/index.html>
 - ⇒ Advocates for Health in Action <http://www.advocatesforhealthinaction.org/>
 - ⇒ Wake County's 2010 Wake County Community Assessment: Opportunities and Challenges, available from <http://www.wakegov.com/humanservices/communityhealth/communityassessment/default.htm>

Intervention activities that target individual-level behavior change, although effective, require a substantial resource investment but have limited impact on community-level prevalence of overweight and obesity among children and youth. Thus, the John Rex Endowment will not consider programs that are solely focused on educating individuals. Further, given our interest in prevention, we will not consider programs that are focused on medical treatment for overweight and obesity.

Outcomes and Strategies of Interest

The John Rex Endowment will accept proposals that focus on these outcomes and strategies:

Outcome 1: Increased availability of and access to high-quality, affordable healthy foods for children and youth.

Strategies:

- **Work towards state or local policies that will have a measurable impact on ensuring that healthy foods are available and affordable for all children and youth.** Proposals focusing on policy advocacy work must articulate a strong argument for how the policy change directly links to supporting availability and access to high-quality, affordable healthy foods, and specifically how it would impact Wake County children and youth. **Note:** See the following page for additional information regarding applications for policy advocacy work.
- **Create community-level mechanisms or supports for the procurement, processing and/or provision of fresh fruits and vegetables in schools, child care centers, afterschool programs, recreational facilities, or other settings where children and youth spend time.** Projects must demonstrate a community-level impact by involving multiple places or spaces (e.g., multiple child care centers). Thus, applications related to this strategy will not be accepted for a project focused on a single place or space (e.g., a single recreational facility).

Other strategies that focus on increased availability of and access to high-quality, affordable healthy foods for children and youth will be considered.

Resource: **Active Living by Design's Annotated Resource Guide for Healthy Eating**, available at <http://www.activelivingbydesign.org/events-resources/resources/albd-healthy-eating-resource-guide>

Outcome 2: Increased availability of or improvements to places and spaces for children and youth to be physically active.

Strategies:

- **Work towards state or local policies that will have a measurable impact on ensuring that children and youth have places and spaces to be physically active.** Proposals focusing on policy advocacy work must articulate a strong argument for how the policy change directly links to increasing the availability of or improving places and spaces for children and youth to be physically active, and specifically how it would impact Wake County children and youth. **Note:** See below for additional information regarding applications for policy advocacy work.
- **Create or rehabilitate places or spaces for children and youth to be physically active.** Infrastructure development and improvements should be coupled with effective practices to support and encourage physical activity. Proposals related to this strategy should take into consideration improved safety and connectivity to existing opportunities for physical activity. Preference will be given to those proposals that clearly demonstrate (1) meaningful engagement of children, youth and communities in planning and implementation; (2) a focus on geographic areas that are currently lacking safe and accessible places and spaces for children and youth to be physically active; and (3) a measurable impact on physical activity levels among children who are or are at risk for overweight or obesity.

Other strategies that focus on increased availability of or improvements to places and spaces for children and youth to be physically active will be considered.

Resource: ***Active Living by Design's Annotated Resource Guide for Active Living***, available at <http://www.activelivingbydesign.org/events-resources/resources/albd-active-living-resource-guide>

Policy Advocacy Funding

The John Rex Endowment uses this definition for advocacy: the strategic use of information and action to shape opinions, policies and practices that affect people's lives.³ This broad definition of advocacy encompasses a range of activities but two conditions must be met: the objective is systemic change and the target audience is the decision maker who has the power to deliver that desired systemic change. This could be a person, like a school superintendent; a body, such as a town council or a community of voters.

Organizations submitting a proposal for policy advocacy work should address the following questions:

- Why was the specific policy selected?
- How does changing the policy contribute to the desired outcome?
- What types of policy advocacy activities are being proposed, and why?

John Rex Endowment funds cannot be used to fund lobbying or political campaign activities.

Funding Eligibility

The John Rex Endowment funds 501(c)(3) nonprofits designated as public charities and government agencies. Coalitions or collaboratives of two or more agencies are eligible and encouraged to apply. If the coalition or collaborative does not have 501(c)(3) status, an eligible organization must be designated as the fiscal sponsor.

Expectations of Grantees

Funded organizations will be asked to submit a detailed evaluation plan at the start of the grant. Grantees must be able to submit interim and final written reports and participate in one-on-one and/or group meetings for mutual learning and development.

³ From Ipas, "Providers as Advocates" training manual, co-created by OpenSource Leadership Strategies, Inc. 2009

Application Instructions

Application assistance

A forum for questions and answers will be available on our website (<http://www.rexendowment.org/funding-process/project-rfp>). The forum will include frequently asked questions and answers as well as questions posted by applicants with responses.

For questions at any time during the application process, contact Kate Shirah (Kate@rexendowment.org or 919-838-1183).

Proposal process and timeline

The Healthy Weight grant review process involves these steps:

- Organizations planning to apply for a grant must submit a letter of intent by **noon on Tuesday, February 14** via e-mail (Kate@rexendowment.org) to be considered for full review. Applicants will be sent an e-mail confirming receipt of their intent (please follow up should you not receive confirmation). Letter of intent guidelines are provided on the following page.
- Applications for a grant must be submitted by **noon on Tuesday, April 10** as a **hard copy** (Attn: Kate Shirah; John Rex Endowment; 712 W. North Street; Raleigh, NC; 27603) and **via e-mail or disc** (Kate@rexendowment.org). Applicants will be sent an e-mail confirming receipt of their application (please follow up should you not receive confirmation). Full proposal instructions begin on page 5.
- The John Rex Endowment's Health Improvement Committee will review submitted proposals in May and applicants will be notified of status following the meeting.
- The Health Improvement Committee will take funding recommendations to the Board of Directors in June and applicants will be notified of status following the Board meeting.
- Approved grants cannot have a start date earlier than August 1.

Step 1: Letter of Intent Guidelines

The letter is limited to no more than two pages, and must be typed using a font size of 10 pt or larger. Do not send any attachments. Your letter must be received via **e-mail** (Kate@rexendowment.org) no later than **noon on Tuesday, February 14.**

The letter of intent must include the following information:

1. Include a primary and alternate contact name, telephone number, and e-mail address.
2. What is the name and type—501(c) (3) or government—of organization(s) requesting funds? If the organization requesting funds is a coalition or collaborative, if applicable, state the name of the organization that will serve as fiscal sponsor.
3. (If applicable) List key partner organizations.
4. State for what type of grant (assessment, planning, or implementation) you would like to apply
5. State which outcome you'd like to address and, if applicable, the relevant strategy listed in this RFP.
6. Succinctly describe the need(s) which you plan to assess or that serves as the basis for your planning or implementation project. Your needs statement should be focused on and clearly define the problem. Supporting details should be specific to Wake County (e.g., provide local rather than national data).
7. Summarize the proposed assessment, planning, or implementation project. Include a clear purpose statement.

8. (For assessment and/or planning projects only) How does this work relate to the John Rex Endowment's mission of improving the health and well-being of underserved children and youth?
9. (For implementation projects only) What is the target audience that will directly and/or indirectly benefit from this project? How will the project contribute to the John Rex Endowment's mission of improving the health and well-being of underserved children and youth?
10. Describe any evidence that supports this approach as an effective strategy. If applicable, cite specific local, state, or national reference documents or research literature.
11. How does this project fit with the purpose of your organization (or if applicable the coalition or collaborative)? Describe and reference your organization's (or coalition/collaborative's) mission, population served, and other programs and services. If this letter is submitted on behalf of a coalition or collaborative, please (1) articulate why the organization requesting funds was selected as the lead organization, and (2) provide a brief description of the types of member organizations in the coalition or collaborative.
12. State the **estimated** amount of your budget request for this work.

Step 2: Full Proposal Guidelines

Grantseekers may ask specific questions about their proposal through the April 10 application deadline. All grantseekers invited to submit a full proposal are strongly encouraged to meet with Kate Shirah to review and discuss their proposal. If you would like to receive detailed feedback on a draft of your proposal, you **must** contact Kate Shirah (Kate@rexendowment.org) by **Friday, March 30**, to schedule a proposal review.

Separate guidelines are provided for each type of grant application: assessment (below), planning (page 8), or implementation (page 10). Applicants applying for a combined assessment and planning grant should ensure that relevant questions for assessment grant applications as well as planning grant applications are addressed in your narrative.

Assessment Grant Applications:

Your proposal must be received as a **hard copy** (Attn: Kate Shirah; John Rex Endowment; 712 W. North Street; Raleigh, NC; 27603) and via **e-mail or disc** (Kate@rexendowment.org) no later than **noon on Tuesday, April 10**. Only one hard copy is required, no staples, paper clips, or other binding. Do not send any attachments except those specified in these guidelines: any additional attachments received will not be provided to reviewers.

Proposal Contents

1. Complete the John Rex Endowment's proposal cover page.
2. Complete a narrative that argues the case for funding of your proposed project. You should include all of the sections listed below using the section titles as provided. At minimum, you must answer each question listed under the section title. You may cut and paste any repeat information from your letter of intent. You may choose to include additional content as appropriate. The narrative must be typed using a font size of 10 pt or larger and must not exceed four pages. Recommended word counts are provided for each section; nevertheless, we expect that section lengths may fall outside of these recommendations depending on the nature of the proposal.
 - A. Needs Statement (*recommended 200 words or less*)
 - 1) Succinctly describe the need/problem which you plan to assess.
 - 2) What prompted your recognition that this need/problem should be assessed?
 - 3) Articulate what steps you have taken to ensure that this assessment work has not already been done in Wake County.

B. Project Description (*recommended 1200 words or less*)

- 1) Write a clear statement of purpose in one or two sentences.
- 2) How does this work relate to the John Rex Endowment's mission of improving the health and well-being of underserved children and youth?
- 3) Who will be involved in conducting this assessment (such as consultants, partner organizations, the target population and/or audience, or other stakeholders)? If applicable, describe the work that will be conducted by a consultant.
- 4) What are the major activities associated with this project? What is the timeline for these activities? Note: This information may be presented in narrative, with a table, using a logic model, or any combination of these. Regardless of format, this information is included in the four-page limit for the narrative.
- 5) What specific deliverables or outputs do you expect of this project?

C. Organizational Information (*recommended 700 words or less*)

- 1) How does this project fit with the purpose of your organization(s) or coalition/collaborative ("organization")? Describe and reference your organization's mission, population served, and other programs and services.
- 2) What makes your organization well-positioned for this work?
- 3) What is the capacity of your organization to do this work? What organizational assets or strengths will contribute to this project?
- 4) (If applicable) List key partner organizations. For each key partner organization, designate what role they will fulfill, what resources they will contribute or receive, and the level of dependence this work has on their participation. Note: This information may be presented in narrative or with a table. Regardless of format, this information is included in the four-page limit for the narrative.
- 5) (If applicable) How were key partner organizations involved in the development and preparation of this proposal?

D. (If applicable) Consultant Description (*recommended 350 words or less*)

Consultants must be selected prior to application. We require evidence that the organization has interviewed at minimum two consultants in their selection process. Release from this requirement can be requested if these conditions are met: (1) the organization has been working with a particular consultant and is requesting funds for continued and/or similar work, or (2) the organization has engaged the consultant in the past for similar work. Similar work is defined as work that requires the same skillset or knowledge expertise.

- 1) Provide the name, phone number, and email address for the consultant who will be conducting work on this project.
- 2) Describe how you selected this consultant. With how many consultants did you speak? Who were involved in the decision making regarding the selection of the consultant? What was the selection process?
- 3) Why did you select this consultant? Why did you think they would be a good fit for this work?

Note: A consultant contract should be kept on file with your agency and available to the John Rex Endowment if requested.

E. Project Finances (*recommended 250 words or less*)

- 1) Summarize what the requested amount of funds will be used for in support of this project.
- 2) If requesting funds for personnel, please include a summary of job duties and responsibilities specific to the project. The John Rex Endowment places high value on the provision of employee benefits and health insurance coverage. Applicants are encouraged to take this into consideration for positions covered by the grant.
- 3) What justification can you provide for any budget line items that are atypical or not self-explanatory?
- 4) Is the initiation of this project dependent on receipt of John Rex Endowment funding?

Note: A detailed budget justification for all expenses should be kept on file with your agency and available to the John Rex Endowment if requested.

F. Project Sustainability (*recommended 250 words or less*)

- 1) How will this assessment inform the work of your organization? What is your intention and commitment to follow through on the findings of the assessment?
- 2) Describe the process for informing and involving the organization's leadership (ED, Board or others) in regards to this project. What commitment has the organization's leadership demonstrated to this work?
- 3) (If applicable) Describe your expectations of what roles key partners will take on as this work moves from the assessment to planning or implementation stages.

3. Please attach these supporting documents:

- A. The proposed project budget using the John Rex Endowment's budget spreadsheet. Funds are to be used to cover both direct and indirect expenses associated with the proposed project. Indirect expenses must be included at 10% of requested direct expenses.
 - 1) Direct expenses are clearly and easily attributable to a specific project and to the objectives of the proposal.
 - 2) Indirect expenses, or overhead, are not easily identified with a specific project but are necessary to conduct the grant. Examples of indirect expenses include rent, utilities, housekeeping, bookkeeping and Internet charges.
- B. (If applicable) The proposed budget for each key partner organization receiving funds through this grant using the John Rex Endowment's budget spreadsheet, following instructions above. The total funds for each key partner organization should be listed as a single line item under "Project Expenses" in the project budget and included in the calculation of indirect expenses. The grant recipient is responsible for administration of funds and appropriate documentation.
- C. A list of your organization's board of directors with affiliations and key management staff including position titles.
- D. For the John Rex Endowment's financial review of the organization, please provide the following supporting documents:
 - 1) For 501(c)(3) organizations:
 - Your organization's operating budget for the current fiscal year showing revenue (with sources) and expenses.
 - Your organization's most recent independent financial audit. If an audit is not available please state why.
 - Your organization's two most recent financial statements including (1) Statement of Financial Position (Balance Sheet), and (2) Statement of Activities (Income Statement).
 - 2) For government and public institutions: provide the approved departmental budget for the current fiscal year. An audit and financial statements are not required.
- E. (If applicable) A completed partner agreement form for each key partner for which there is a high level of dependence on their participation in this work.
- F. (If applicable) A copy of the consultant's resume/CV.

4. Complete the John Rex Endowment's proposal signature page.

Planning Grant Applications:

Your proposal must be received as a **hard copy** (Attn: Kate Shirah; John Rex Endowment; 712 W. North Street; Raleigh, NC; 27603) and via **e-mail or disc** (Kate@rexendowment.org) no later than **noon on Tuesday, April 10**. Only one hard copy is required, no staples, paper clips, or other binding. Do not send any attachments except those specified in these guidelines: any additional attachments received will not be provided to reviewers.

Proposal Contents

1. Complete the John Rex Endowment's proposal cover page.
2. Complete a narrative that argues the case for funding of your proposed project. You should include all of the sections listed below using the section titles as provided. At minimum, you must answer each question listed under the section title. You may cut and paste any repeat information from your letter of intent. You may choose to include additional content as appropriate. The narrative must be typed using a font size of 10 pt or larger and must not exceed four pages. Recommended word counts are provided for each section; nevertheless, we expect that section lengths may fall outside of these recommendations depending on the nature of the proposal.
 - A. Needs Statement (*recommended 400 words or less*)
 - 1) Succinctly describe the need/problem that you wish to address. Supporting details should be specific to Wake County (e.g., provide local rather than national data). If applicable, include evidence from your organization's client and service data.
 - 2) Describe the process or steps taken to assess this need/problem. In addition, articulate what steps you have taken to ensure that this planning work has not already been done in Wake County.
 - 3) What about your organization or Wake County makes this need a priority?
 - 4) What prompted your interest in completing this planning project?
 - B. Project Description (*recommended 1200 words or less*)
 - 1) Write a clear statement of purpose in one or two sentences.
 - 2) How does this work relate to the John Rex Endowment's mission of improving the health and well-being of underserved children and youth?
 - 3) Who will be involved in the planning project (such as consultants, partner organizations, the target audience, or other stakeholders)? If applicable, describe the work that will be conducted by a consultant.
 - 4) What are the major activities associated with this project? What is the timeline for these activities? Note: This information may be presented in narrative, with a table, using a logic model, or any combination of these. Regardless of format, this information is included in the four-page limit for the narrative.
 - 5) What specific deliverables or outputs do you expect of this project?
 - C. Organizational Information (*recommended 700 words or less*)
 - 1) How does this project fit with the purpose of your organization(s) or coalition/collaborative ("organization")? Describe and reference your organization's mission, population served, and other programs and services.
 - 2) What makes your organization well-positioned for this work?
 - 3) What is the capacity of your organization to do this work? What organizational assets or strengths will contribute to this project?
 - 4) (If applicable) List key partner organizations. For each key partner organization, designate what role they will fulfill, what resources they will contribute or receive, and the level of dependence this work has on their participation. Note: This information may be presented in narrative or with a table. Regardless of format, this information is included in the four-page limit for the narrative.
 - 5) (If applicable) How were key partner organizations involved in the development and preparation of this proposal?

D. (If applicable) Consultant Description (*recommended 350 words or less*)

Consultants must be selected prior to application. We require evidence that the organization has interviewed at minimum two consultants in their selection process. Release from this requirement can be requested if these conditions are met: (1) the organization has been working with a particular consultant and is requesting funds for continued and/or similar work, or (2) the organization has engaged the consultant in the past for similar work. Similar work is defined as work that requires the same skillset or knowledge expertise.

- 1) Provide the name, phone number, and email address for the consultant who will be conducting work on this project.
- 2) Describe how you selected this consultant. With how many consultants did you speak? Who were involved in the decision making regarding the selection of the consultant? What was the selection process?
- 3) Why did you select this consultant? Why did you think they would be a good fit for this work?

Note: A consultant contract should be kept on file with your agency and available to the John Rex Endowment if requested.

E. Project Finances (*recommended 250 words or less*)

- 1) Summarize what the requested amount of funds will be used for in support of this project.
- 2) If requesting funds for personnel, please include a summary of job duties and responsibilities specific to the project. The John Rex Endowment places high value on the provision of employee benefits and health insurance coverage. Applicants are encouraged to take this into consideration for positions covered by the grant.
- 3) What justification can you provide for any budget line items that are atypical or not self-explanatory?
- 4) Is the initiation of this project dependent on receipt of John Rex Endowment funding?

Note: A detailed budget justification for all expenses should be kept on file with your agency and available to the John Rex Endowment if requested.

F. Project Sustainability (*recommended 250 words or less*)

- 1) How will this planning process provide benefit to your work? What is your intention and commitment to follow through on this planning work?
- 2) Describe the process for informing and involving the organization's leadership (ED, Board or others) in regards to this project. What commitment has the organization's leadership demonstrated to this work?
- 3) (If applicable) Describe your expectations of what roles key partners will take on as this work moves from the planning stage to implementation.

3. Please attach these supporting documents:

- A. The proposed project budget using the John Rex Endowment's budget spreadsheet. Funds are to be used to cover both direct and indirect expenses associated with the proposed project. Indirect expenses must be included at 10% of requested direct expenses.
 - 1) Direct expenses are clearly and easily attributable to a specific project and to the objectives of the proposal.
 - 2) Indirect expenses, or overhead, are not easily identified with a specific project but are necessary to conduct the grant. Examples of indirect expenses include rent, utilities, housekeeping, bookkeeping and Internet charges.
- B. (If applicable) The proposed budget for each key partner organization receiving funds through this grant using the John Rex Endowment's budget spreadsheet, following instructions above. The total funds for each key partner organization should be listed as a single line item under "Project Expenses" in the project budget and included in the calculation of indirect expenses. The grant recipient is responsible for administration of funds and appropriate documentation.

- C. A list of your organization's board of directors with affiliations and key management staff including position titles.
- D. For the John Rex Endowment's financial review of the organization, please provide the following supporting documents:
- 1) For 501(c)(3) organizations:
 - Your organization's operating budget for the current fiscal year showing revenue (with sources) and expenses.
 - Your organization's most recent independent financial audit. If an audit is not available please state why.
 - Your organization's two most recent financial statements including (1) Statement of Financial Position (Balance Sheet), and (2) Statement of Activities (Income Statement).
 - 2) For government and public institutions: provide the approved departmental budget for the current fiscal year. An audit and financial statements are not required.
- E. (If applicable) A completed partner agreement form for each key partner for which there is a high level of dependence on their participation in this work.
- F. (If applicable) A copy of the consultant's resume/CV.
4. Complete the John Rex Endowment's proposal signature page.

Implementation Grant Applications:

Your proposal must be received as a **hard copy** (Attn: Kate Shirah; John Rex Endowment; 712 W. North Street; Raleigh, NC; 27603) and via **e-mail or disc** (Kate@rexendowment.org) no later than **noon on Tuesday, April 10**. Only one hard copy is required, no staples, paper clips, or other binding. Do not send any attachments except those specified in these guidelines: any additional attachments received will not be provided to reviewers.

Proposal Contents

1. Complete the John Rex Endowment's proposal cover page.
2. Complete a narrative that argues the case for funding of your proposed project. You should include all of the sections listed below using the section titles as provided. At minimum, you must answer each question listed under the section title. You may cut and paste any repeat information from your letter of intent. You may choose to include additional content as appropriate. The narrative must be typed using a font size of 10 pt or larger and must not exceed six pages. Recommended word counts are provided for each section; nevertheless, we expect that section lengths may fall outside of these recommendations depending on the nature of the proposal.
 - A. Needs Statement (*recommended 600 words or less*)
 - 1) Succinctly describe the need/problem that you wish to address. Supporting details should be specific to Wake County (e.g., provide local rather than national data). If applicable, include evidence from your organization's client and service data.
 - 2) Describe the process or steps taken to assess this need/problem. In addition, articulate what steps you have taken to ensure that this work has not already been done in Wake County.
 - 3) What about your organization or Wake County makes this need a priority?
 - 4) Did you conduct a planning process? If so, describe the planning methods used. Who was involved in the planning of this project (such as consultants, partner organizations, the target audience, or other stakeholders)?
 - B. Project Description (*recommended 1800 words or less*)
 - 1) Write a clear statement of purpose in one or two sentences.
 - 2) How will it address the need you've identified, and what evidence do you have that this is a sound strategy for addressing the need?

- 3) What is the target audience that will directly and indirectly benefit from this project? How will the project contribute to the John Rex Endowment's mission of improving the health and well-being of underserved children and youth? If applicable, please quantify the expected reach of this work.
- 4) What are the major activities associated with this project? What is the timeline for these activities? Note: This information may be presented in narrative, with a table, using a logic model, or any combination of these. Regardless of format, this information is included in the six-page limit for the narrative.
- 5) If applicable, describe any work that will be completed by a consultant.

C. Organizational Information (*recommended 700 words or less*)

- 1) How does this project fit with the purpose of your organization(s) or coalition/collaborative ("organization")? Describe and reference your organization's mission, population served, and other programs and services.
- 2) What makes your organization well-positioned for this work?
- 3) What is the capacity of your organization to do this work? What organizational assets or strengths will contribute to this project?
- 4) (If applicable) List key partner organizations. For each key partner organization, designate what role they will fulfill, what resources they will contribute or receive, and the level of dependence this work has on their participation. Note: This information may be presented in narrative or with a table. Regardless of format, this information is included in the six-page limit for the narrative.
- 5) (If applicable) How were key partner organizations involved in the development and preparation of this proposal?

D. (If applicable) Consultant Description (*recommended 350 words or less*)

Consultants must be selected prior to application. We require evidence that the organization has interviewed at minimum two consultants in their selection process. Release from this requirement can be requested if these conditions are met: (1) the organization has been working with a particular consultant and is requesting funds for continued and/or similar work, or (2) the organization has engaged the consultant in the past for similar work. Similar work is defined as work that requires the same skillset or knowledge expertise.

- 1) Provide the name, phone number, and email address for the consultant who will be conducting work on this project.
- 2) Describe how you selected this consultant. With how many consultants did you speak? Who were involved in the decision making regarding the selection of the consultant? What was the selection process?
- 3) Why did you select this consultant? Why did you think they would be a good fit for this work?

Note: A consultant contract should be kept on file with your agency and available to the John Rex Endowment if requested.

E. Project Evaluation (*recommended 400 words or less*)

- 1) What are the outcomes that will be achieved by the end of the grant? It is expected that identified outcomes, particularly those in the short-term, will match the type of work being done (e.g., an organizational-level intervention will have outcomes related to changes in the organization).
- 2) What longer-term outcomes do you expect will indirectly result from this work?
- 3) Throughout the project, what questions would you like to answer about the process or outcomes of this work?
- 4) What are your ideas for how you'll answer these questions?

Note: Although a detailed evaluation plan is not required until a proposal is funded, we encourage you to think through your major evaluation activities and associated costs. John Rex Endowment Evaluation Guidelines can be accessed on our website (<http://www.rexendowment.org/funding-process/project-rfp>).

F. Project Finances (*recommended 250 words or less*)

- 1) Summarize what the requested amount of funds will be used for in support of this project.
- 2) If requesting funds for personnel, please include a summary of job duties and responsibilities specific to the project. The John Rex Endowment places high value on the provision of employee benefits and health insurance coverage. Applicants are encouraged to take this into consideration for positions covered by the grant.
- 3) What justification can you provide for any budget line items that are atypical or not self-explanatory?
- 4) Is the initiation of this project dependent on receipt of John Rex Endowment funding?

Note: A detailed budget justification for all expenses should be kept on file with your agency and available to the John Rex Endowment if requested.

G. Project Sustainability (*recommended 400 words or less*)

- 1) Describe the process for informing and involving the organization's leadership (ED, Board or others) in regards to this project. What commitment has the organization's leadership demonstrated to this work?
- 2) Will the work of this project be ongoing or does it have a finite end?
- 3) If the project has a finite end, what do you expect will be the impact or footprint of the work after the project is complete?
- 4) If the intention is that this work will continue, what is your organization's expectations regarding continued funding support (e.g., generation of revenue, general fundraising activities, or other grants)? Do you expect that over time the cost of this work will increase, stay about the same, or decrease? Please note that the John Rex Endowment no longer considers continuations of existing grants.
- 5) (If applicable) Describe your expectations of what roles key partners will take on as this work moves from implementation to maintenance.

3. Please attach these supporting documents:

- A. The proposed project budget using the John Rex Endowment's budget spreadsheet. Funds are to be used to cover both direct and indirect expenses associated with the proposed project. Indirect expenses must be included at 10% of requested direct expenses.
 - 1) Direct expenses are clearly and easily attributable to a specific project and to the objectives of the proposal.
 - 2) Indirect expenses, or overhead, are not easily identified with a specific project but are necessary to conduct the grant. Examples of indirect expenses include rent, utilities, housekeeping, bookkeeping and Internet charges.
- B. (If applicable) The proposed budget for each key partner organization receiving funds through this grant using the John Rex Endowment's budget spreadsheet, following instructions above. The total funds for each key partner organization should be listed as a single line item under "Project Expenses" in the project budget and included in the calculation of indirect expenses. The grant recipient is responsible for administration of funds and appropriate documentation.
- C. A list of your organization's board of directors with affiliations and key management staff including position titles.
- D. For the John Rex Endowment's financial review of the organization, please provide the following supporting documents:
 - 1) For 501(c)(3) organizations:
 - Your organization's operating budget for the current fiscal year showing revenue (with sources) and expenses.
 - Your organization's most recent independent financial audit. If an audit is not available please state why.
 - Your organization's two most recent financial statements including (1) Statement of Financial Position (Balance Sheet), and (2) Statement of Activities (Income Statement).

- 2) For government and public institutions: provide the approved departmental budget for the current fiscal year. An audit and financial statements are not required.
 - E. (If applicable) A completed partner agreement form for each key partner for which there is a high level of dependence on their participation in this work.
 - F. (If applicable) A copy of the consultant's resume/CV.
4. Complete the John Rex Endowment's proposal signature page.