



Missouri Foundation
for Health

a catalyst for change

Advocacy Leadership & Collaboration: Capacity Building through Advocacy Projects

This Request for Concept Papers (RCP) invites organizations in the Missouri Foundation for Health (MFH) region to apply for funds to implement an advocacy project that is related to one of several topics of interest to the Foundation. As part of the proposed project, applicants will choose a technical assistance consultant to both build the capacity of the organization to engage in advocacy work and to assist in the effective implementation of the proposed project.

Background on Advocacy Leadership & Collaboration

MFH is committed to building advocacy leadership and collaboration throughout Missouri. To that end, the Foundation will accept concept papers to help build the capacity of organizations through health-related advocacy projects that align with MFH’s vision, mission, values, and target population, as well as with a range of topic areas. Applicants of this program will self-identify an area where they believe capacity building would be helpful to their organization in successfully implementing their proposed advocacy project.

Key Application Dates

Open Date:	Monday, April 1, 2019
Close Date:	Sunday, May 12, 2019
Concept Paper Review Meeting:	Meetings will be scheduled by invite only.
*Please see additional information under "How to Apply" section.	

Capacity Building Through Advocacy Projects

There are a variety of advocacy tools that applicants should consider as part of designing a specific project. Examples of these tools include: public education and engagement, issue research, policy analysis, surveys and polling, legislative and executive branch engagement, judicial work, and media outreach. The most effective advocacy projects utilize multiple advocacy tactics to achieve the desired impact.

Advocacy projects that are proposed in an applicant’s concept paper should relate to systems-level change that affects health outcomes on a community, local, regional, or state level. For this opportunity, the Foundation is interested in concept papers that tie to one or more of the following topics:

- Access to Care
- Expanding Insurance Coverage
- Childhood Obesity
- Oral Health
- Public Health Infrastructure
- Infant Mortality
- Behavioral Health
- Safety Net Programs
- Health Equity
- Women’s Health





Additionally, the potential impact of a group's advocacy strategy will be an important component of the applicant's concept paper. Organizations should also consider collaboration across sectors, industries, and communities to ensure a diversity of thought. Finally, advocacy projects should engage the communities that will be impacted by the systems change that would result from a successful project.

Budget and Awards

Applicants may apply for up to two years of funding. Award amounts will vary and only a broad estimate of a budget is required as part of this concept paper process. If requested to submit a full application, a detailed budget will be required.

Eligibility Requirements

Applicants must be nonprofit entities and meet the general [MFH funding guidelines](#) available on the Foundation's website. Governmental entities, universities, and organizations that have an award through the Exemplary Advocate Cohort program are not eligible to apply for this funding opportunity.

Applicants may apply with a fiscal agent. Any 501(c)(3) organization that is in good standing with the state of Missouri can act as a fiscal agent for another agency or organization with the following characteristics:

- Nonprofit agency or organization without a 501(c)(3) designation;
- Start-up organization without a stable financial track record;
- Small organization wanting to significantly increase its financial capacity; or
- Community coalition. Note: As fiscal agent for a coalition, the fiscal agent organization must be an active member of the coalition and involved with the project, i.e. not just providing grant accounting services.

If funded, the fiscal agent and applicant organization will be responsible for all terms and conditions of the Grant Award Agreement for the duration of the grant. For purposes of the grant application, MFH will require financial information from both the applicant and the fiscal agent.

How to Apply

Concept papers will be accepted beginning Monday, April 1, 2019, and must be received by Sunday, May 12, 2019, at midnight (Central Time). Late concept papers will not be accepted.

Full Proposal Invitation: MFH staff will review applications and follow up with each applicant to determine if the organization will be invited to submit a full proposal. Full proposal invites are at the discretion of MFH.

Capacity-Building Interviews: If a full proposal is requested, MFH will provide applicants with the names of 2-3 consultants that align with the proposed advocacy project and the capacity building needs expressed in the concept paper. Applicants will contact, interview and select a consultant to work with them to build out the capacity-building portion of their full proposal including the project budget. Please note: Consultant will not be reimbursed for the cost of working with the applicant in the development of the proposal. However, consultant will be included as a paid subcontractor in the full proposal to assist with implementation of the project.

Full Proposal Deadline: Varies, depending on date of invitation for full proposal. Final submission dates will be discussed with applicant but will not exceed 4-6 weeks.

Award Date(s): Varies based on submission date of full proposal. Allow 8-12 weeks once full proposal is submitted.



To start a new concept paper, [click here](#).

To return to a concept paper in progress, [click here](#).

Concept Paper Requirements

Concept papers that do not contain all of the required documentation or are not in required MFH format will not be reviewed unless the applicant has contacted and obtained approval from the Foundation prior to submission. Incomplete concept papers may not be reviewed.

- **Application acknowledgement.** Complete and submit the [one-page acknowledgement form](#). If using a fiscal agent, the acknowledgement should include both the applicant and fiscal agent's names and signatures.
- **Concept Paper narrative.** Address each section below. The concept paper narrative can be up to two pages and must feature 1.5 spacing with at least 11-point Arial or Calibri font with one-inch margins.
 - A. Describe your health advocacy project. Include how this project aligns with your overall organization's approach to advocacy.
 - B. How does your advocacy project align with the mission and values of Missouri Foundation for Health? Please explicitly name the topical area that your project aligns with and how your project will impact the most marginalized individuals affected by this issue.
 - C. How does your health advocacy project engage the community members that will be impacted by your advocacy project?
 - D. Who will be your collaborative partners? (Simple listing of organizations is appropriate)
 - E. What technical assistance or capacity-building services do you anticipate needing to achieve your desired project outcomes? (Be as specific as possible; technical assistance should relate directly to your advocacy project and not to your organization's broader need for technical assistance).
 - F. Provide an estimated annual [budget amount](#) for your project, including an estimate of major line items: compensation, equipment, travel, contracted services (include request for a capacity-building consultant), and other direct costs related specifically to this project. No budget explanation is needed in the concept paper and MFH understands these estimates may change if applicant is asked to submit a full proposal.
- **Annual audit report or IRS Form 990.** Most recent audit report or IRS Form 990. Applicants using a fiscal agent must submit financial documents for both the applicant organization and fiscal agent.

Additional Considerations

The Foundation reserves the right to:

- Request additional information from any or all applicants
- Conduct discussions with applicants to ensure full understanding of, and responsiveness to, the concept paper requirements
- Request modifications to a respondent's concept paper prior to a request for a full proposal to ensure alignment of project elements with the [core values, mission](#), and operating standards of the Foundation
- Reject any or all concept papers submitted



Inquiries

If you have questions about the goals or content of this RCP please contact Nicole Brueggeman, Advocacy & Community Affairs Manager, via email at nbrueggeman@mffh.org. No phone calls, please.

For more information on the online application system, [click here](#). If there are additional questions, please contact Jenny Minelli, Program Assistant, at jminelli@mffh.org or (314) 345-5531.

About Missouri Foundation for Health

Missouri Foundation for Health is a resource for the region, working with communities and nonprofits to generate and accelerate positive changes in health. As a catalyst for change, the Foundation improves the health of Missourians through partnership, experience, knowledge, and funding. To learn more please visit mffh.org.