



The National Campaign to Prevent Teen and Unplanned Pregnancy

Encouraging Innovation in Preventing Teen and Unplanned Pregnancy

A Request for Proposals June 2008

Background and Overview of the National Campaign

The National Campaign to Prevent Teen and Unplanned Pregnancy was founded in 1996 to improve the well-being of children, youth, and families by reducing teen pregnancy. Our initial goal for the nation was a one-third reduction in teen pregnancy by 2005. Projections and preliminary data suggest that the nation will meet this goal, which suggests that the National Campaign's efforts and those of others are paying off.

Even so, 31 percent of teen girls *still* become pregnant at least once before turning 20, U.S. taxpayers shoulder at least \$9 billion each year in direct costs and lost tax revenues associated with teen pregnancy and child-bearing, and the United States continues to have the highest teen pregnancy rate among all industrialized countries. Moreover, data recently released by the National Center for Health Statistics indicate that the teen birth rate in the United States increased three percent between 2005 and 2006—the first such increase in 14 years. All of which underscores the critical importance of a continued focus on preventing early pregnancy and parenthood.

In addition to maintaining our commitment to teens—and with generous support from the William and Flora Hewlett Foundation—The National Campaign recently expanded its mission to include preventing unplanned pregnancy, especially among single young adults. In essence, we have extended our efforts up the age ladder, and our new mission statement is as follows:

The National Campaign's mission is to improve the lives and future prospects of children and families and, in particular, to help ensure that children are born into stable, two-parent families who are committed to and ready for the demanding task of raising the next generation. Our specific strategy for reaching this goal is to prevent teen pregnancy and unplanned pregnancy, especially among single young adults. We support a combination of responsible values and behavior by both men and women and responsible policies in both the public and private sectors. If we are successful, child and family well-being will improve, there will be less poverty, more opportunities for young men and women to complete their education or achieve other life goals, fewer abortions, and a stronger nation.

The National Campaign Fund

The National Campaign Fund (established in 2008 within the broader National Campaign) provides a limited number of grants to support activities that advance the mission of The National Campaign to Prevent Teen and Unplanned Pregnancy. For more information, please see www.thenationalcampaign.org. Primary emphases of the Fund are:

- *Research:* Building the knowledge base for action in many areas—public policy, media, community programs, clinical services, and more;
- *Innovation:* Encouraging the development of new ideas and better ways to reduce both teen pregnancy and unplanned pregnancy, especially among single young adults, and sharing the new ideas widely; and
- *Action:* Supporting policies and partnerships with powerful sectors (including states) that can advance our mission in clear and deliberate ways.

This Project Announcement

As noted in bullet number two above, a major focus of the National Campaign Fund is fostering and promoting innovative ways to prevent teen pregnancy and unplanned pregnancy, especially among single young adults. This particular Request for Proposals (RFP) zeros in on promoting innovation in direct services—family planning services, in particular.

Our goal in this program area is to help a group try out a new idea or further develop an existing one. We often hear of people who want to test out something completely new or refine an existing idea/way of working. Others want to collect data on an innovative project or system that they are already developing (which in turn might lead to replication and/or evaluation), and we want to support these good efforts. That is, we want to encourage and nurture some creative ideas that will draw more people into family planning services (outreach and recruitment) and/or do a better job with them once they are in the system (quality and retention).

We also plan to share the good news and important ideas that emerge from our investment in family planning innovation. Two major national organizations—the Association of Reproductive Health Professionals (ARHP) and the National Family Planning and Reproductive Health Association (NFPRHA)—have agreed to work with the National Campaign to make sure that the ideas that emerge from the innovation grants being sought through this RFP are profiled at their national meetings, on their websites, and through other creative outreach mechanisms as well. In addition, The National Campaign plans to honor our “innovators” each year and also profile their work on our own websites. Many state and local leaders, elected officials, reporters, foundation officers, and other colleagues pore over the websites of all three groups (ARHP, NFPRHA, and The National Campaign) and we hope that by raising the profile of innovation, as well as some specific projects—with their permission—we can spread the word about important progress underway and encourage others to act, too.

Having said all this, we also want to acknowledge directly that many family planning systems are under great stress and their most pressing need is for general support funds to finance basic operations—more so, no doubt, than to support a “new idea.” Although, this grant

is neither for general operating support nor for support to maintain existing services/programs, we are deeply sympathetic to these needs. Through our policy work and that of many other groups, we hope to make some progress on these more profound and troubling issues as well.

Award Focus

The National Campaign welcomes and encourages creativity in responding to this award announcement. Listed below are a few ideas that give a general sense of possible activities, but we welcome other ideas as well. And many of these approaches can—and perhaps should—be combined.

- Novel systems to recruit or retain clients, to increase the effective use of contraception, as well as to encourage the use of more effective methods; some such approaches might use the Internet, mobile technology and/or other digital platforms, but other approaches could well be simpler and/or less hi-tech;
- Developing interactive systems that support better communication between providers and their clients;
- Using existing employee “wellness” systems and related health education or other HR services to encourage and support pregnancy planning by both men and women;
- Recruiting family planning clients through other systems and in other settings; the most obvious link is with programs addressing sexually transmitted diseases, but there are others, too, such as child care centers, general women’s health programs, faith communities, cultural centers, businesses, community colleges, fatherhood programs, and other programs that engage men;
- Using novel approaches to family planning education such as web-based training designed for the entire healthcare team, from front office staff to administrators to clinical staff to pharmacists.

Award Specifics

Eligibility: Eligible applicants include any public sector or not-for-profit organization including but not limited to family planning programs and clinics, as well as health centers and facilities.

Number of awards and average amount to be awarded in 2008: We expect to make three awards, averaging just over \$80,000 per recipient.

Approximate time period of awards: Each award will span approximately 12 to 18 months. The overall grant period will be approximately October 2008 through March 2010 at the latest (an 18 month interval). We may renew some of these innovation awards in the future if that seems wise and strategically important to progress on preventing teen pregnancy and unplanned pregnancy, especially among single young adults. For purposes of this award,

however, proposals should clearly identify what can be accomplished within the 12 to 18 month period.

Matching funds: The National Campaign is structuring this award to include a modest “match” from the grantees. Applicants are to provide matching funds of at least 10 percent of the requested amount (for example, for an award of \$75,000, the match provided by the applicant should be at least \$7,500 so that the overall amount of money available for the project from both the award and the match is \$82,500). The match may be in-kind or cash. Matches could come from a local or national foundation, a company, an individual donor, your own organization, or another source. The application should include information regarding potential sources for the matching funding, and proof of matching funds will be required shortly after award announcements have been made.

Application Content

Please include the following in your application:

1. A cover page that includes full contact information for the applicant (both the organization and a primary contact person), total amount requested, total organizational budget, and a one paragraph summary of the contents of the proposal (one page);
2. A description of what you want to do, why it is potentially an important idea, and why you think it will be effective. Please also note the number of people who will be touched by what you propose—and maybe even its potential impact over time if it were to be widely applied (approximately two pages);
3. A description of how you will track the activity and measure its impact or results. We are not requesting a full-blown evaluation, but there must be a clear plan for and commitment to collecting enough data to document how the idea was implemented and who was served, as well as to allow a reasonable judgment about whether the new idea/activity was successful and should be developed further, revised, or put aside altogether (approximately two pages);
4. A brief history/summary of your organization that helps make clear why the activity you are proposing can be accommodated within your existing organization’s mission, especially given the fact that “innovation” often requires that (some) things be done in a different way (approximately one page).
5. Clear identification of key staff who will work on this project, along with their relevant qualifications/experience, and a description of your organization’s ability to execute the proposed activities (approximately one page); and
6. Clear plan for and commitment to writing up the project and its results so that they can be shared with others as appropriate (approximately one page). If the primary applicant has completed other initiatives of similar scope to that being proposed here which required collecting and presenting data that tracked outcomes and results, we suggest including a brief write-up (roughly a half page) of such activities *as an appendix* to the proposal.

Attachments/appendices to the proposal contents outlined above should include:

- Letter(s) of support from senior official(s) in your organization;

- If appropriate, documentation of a somewhat similar project, as mentioned in number six above;
- An itemized budget, with explanations of how the estimated budget items were calculated (e.g. travel \$2,000: four plane tickets to NYC @ \$500 each);
 - The budget needs to account for the total project, not just the parts you hope to have funded by The National Campaign.
 - Please list the sources of funding for this total project and amounts expected from each source. Please include “the match” mentioned in the section of this RFP entitled “Award specifics.” Note that we recognize that The National Campaign and the required match may be the only sources of funding for this project.
- Resumés of key project staff;
- A list of your organization’s Board of Directors that includes members’ job titles;
- Your organization’s most recent annual report (if available); and
- Contact information for two references (funders or partner organizations you have worked with in the past).

Note: during the proposal review process, you may be asked for additional information or an in-person meeting.

Also, please write your proposal in Times New Roman 12 point font, single spaced, with 1” margins. The overall page limit of the *proposal* is eight pages, not including various attachments and appendices as noted above. The overall page limit for *all appendices* is 15 pages, not including the annual report. All materials are expected to be submitted electronically.

Evaluation Criteria

In reviewing applications, the criteria to be considered include the following:

- Overall quality of the basic ideas and approach, including the potential impact if they were to be developed further;
- Organizational capacity (including relevant experience, personnel, and ability to execute);
- Ability to determine the success of the innovation;
- Clear commitment to writing up the results and evidence of doing so in another, somewhat similar project; and
- Budget specificity and clarity, including specific information about the required cash or in-kind matching contribution.

Submission Instructions

Your proposal should be emailed to Melissa Spindler at mospindler@thenc.org by 11:00 am Eastern time, August 15th, 2008. For all questions regarding this grant, please contact Melissa at the above email or by phone at 202.478.8505. All proposals will be reviewed as quickly as possible and responses to applicants are expected to be sent by the middle of November.