



The National Campaign

to Prevent Teen and Unplanned Pregnancy

Encouraging New State and Local Efforts to Prevent Unplanned Pregnancy: A Request for Proposals

Background and Overview of the National Campaign

The National Campaign's goal is to improve the lives and future prospects of children and families and, in particular, to help ensure that children are born into families 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 in reducing both teen and unplanned pregnancy, 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.

Our focus on reducing unplanned pregnancy, in addition to teen pregnancy, is based on extensive data and common sense that unplanned pregnancy is a serious problem in America with significant consequences for young women and men, children and families, and communities, too. Although many Americans have a general understanding that *teen* pregnancy is a major U.S. problem, too few realize that *young adults* also struggle with pregnancy planning. In fact, more than half of all pregnancies at present are reported by women to be unplanned, and this challenge is especially common among single young women in their 20s. More specifically:

- More than one-third of unplanned pregnancies (1.1 million) are to unmarried women in their 20s – and these 1.1 million pregnancies lead to about a third of non-marital births.
- Seven in ten pregnancies to unmarried women in their 20s are unplanned.
- 72 percent of unplanned pregnancies to unmarried women ages 20-29 that result in a birth are to women who have had already at least one pregnancy.
- More than half of pregnancies reported by unmarried **men** in their 20s are unplanned, and approximately 7 in 10 pregnancies that resulted in a live birth in the past five years among never-married young men aged 20-24 were unplanned.

Although unplanned pregnancy is more common among minority women, lower income women, and women with limited education, it is a widespread phenomenon in all socio-demographic groups. For example, about one-third (34 percent) of unmarried women in their 20s having an unplanned pregnancy live below the poverty level, one-

third (31 percent) are between 100 percent and 200 percent of the poverty level, and one-third (35 percent) are above 200 percent of the poverty level. In addition, 40 percent of unmarried women in their 20s having an unplanned pregnancy have at least some college education, with 38 percent having at least a high school diploma or GED, and 22 percent having less than a high school diploma.

Key Consequences. There are a wide variety of serious consequences for the young women and men—especially those who are unmarried—who experience an unplanned pregnancy, as well as for the children born as a result of such pregnancies. For example:

- Unplanned pregnancy is linked to late entry into prenatal care, infant mortality and low birthweight. In addition, it can impede adequate child spacing, which in turn can lead to less favorable health for mother and child.
- The majority of unmarried women having an unplanned birth do not move into a more formal union—that is, most single mothers having an unplanned birth remain single and most cohabiting mothers having an unplanned birth either continue cohabiting or break up.
- Both mothers and fathers who have an unplanned birth report more depression, less happiness and more conflict in their relationship compared to women and men who have a planned birth.

Children born from unplanned (and especially unwanted) pregnancies are also at greater risk of child abuse and neglect, poor mother-child attachment, cognitive and physical deficits, and more.

For more information see www.thenationalcampaign.org.

Overview of Grant Opportunity

The National Campaign is seeking proposals to develop statewide (or large metropolitan area) initiatives to prevent unplanned pregnancy. We expect that these initiatives will focus mainly on reducing unplanned pregnancy for young men and women approximately 18 to 30, but they can include some focus on preventing teen (under 18) pregnancy as well. ***Our funding is meant as seed money to catalyze a long-term, widespread initiative in your state or locality.*** We hope that over time your agency/organization or others will expand the good work started by this grant. Your initiative could be brand new or build on existing efforts; it could also expand efforts targeted to teens.

General Grant Content

The National Campaign encourages creativity in responding to this grant announcement. Prevention strategies or activities that have the potential to affect a significant number of single young adults in their 20s (men and women) will be considered. We are looking to you to *mobilize support and increase action* to prevent

unplanned pregnancy in your state or locality, especially among young adults where this problem is concentrated. Listed below are a few ideas that give a general sense of possible strategies, but others are encouraged and welcomed, too. Some of these approaches can—and perhaps should—be combined.

1. Forming a statewide action group drawn from leaders in many different key sectors (such as government, media, health and medicine, faith, business and education);
2. Reaching out to and raising awareness about the unplanned pregnancy problem among the sectors noted in #1 above as well as among young adults themselves;
3. Conducting a statewide public opinion poll as well as a statewide report on unplanned pregnancy with concrete recommendations for remedies.

This grant will not fund direct services. Proposed activities can include the teen pregnancy challenge but its main focus must be on young men and women ages approximately 18 to 30. Proposals that do not focus mainly or entirely on 20-somethings will not be considered. The successful proposals will also address the issue of how the new activities/processes developed with the help of this grant will be sustained over time.

More Specific Grant Terms

The National Campaign intends to make approximately three grants—each spanning two years—with a maximum award of \$200,000 each. The overall grant period will be approximately September 2008 through August 2010. The first half of the award will be given at the beginning of the grant period, soon after a memorandum of understanding outlining the details of the award is signed, and the second half will be dispersed after a mid-grant progress report is submitted and approved.

Within the first two months of the grant period, grantees will be expected to develop a comprehensive work-plan for the balance of the grant period. Work-plans will detail the key strategies the organization/agency will undertake, how and when they will be put in place and by whom. The work-plan will also need to specify how the funded activities will be tracked and monitored as well as how success will be assessed. The details of the project budget submitted with the proposal (see below) will also be refined to correspond to the work-plan (although the total amount cannot change). The National Campaign will review the detailed work-plan and may suggest that some adjustments be made.

Within the six weeks after the grant period has ended, grantees will submit to the Campaign a final report on the overall project and lessons learned, along with a final financial report. Towards the end of the project, it will be important that grantees develop materials that can be shared with other communities, such as articles for relevant websites, journals, and newsletters.

The National Campaign will require grantees to provide matching funds of at least 25 percent of the amount requested of the National Campaign. For example, for an

award of \$200,000, the match provided by the grantee should be at least \$50,000. The match may be in-kind or cash, and can come from the existing funds of the grantee or involve raising new funds from other public or private sources. The match needs to be secured by the time the mid-grant report is due but can be spent over the two year period in any way that seems useful and strategic.

During the first year of the grant the National campaign will convene a meeting in Washington, D.C. of all the grantees for this project. Funding for travel to this meeting needs to be included in your proposed budget. In addition, grantees will be expected to participate in on-going collaborative learning and feedback facilitated by the National Campaign, by telephone and through the Internet. The purpose is to share learning and progress.

Eligibility

Public or non-profit organizations/agencies at the state or local/municipal level are invited to apply.

How to Apply

Proposal contents. Interested parties should submit a proposal of not more than 7 pages (in Times New Roman 12 point font, with single spacing and 1" margins) and should include:

1. A summary of your organization's/agency's relevant history in this area of work, and, if applicable, a description of any organizations that are partnering for this proposal (1 page).
2. A description of what you plan to do to prevent unplanned pregnancy among young adults in your state or locality, why you think your approach is valuable, and how you will track and assess your progress (2 pages).
3. A description of the target population you hope your activities will affect, and the rationale for selecting this/these target population(s) (1 page).
4. A preliminary work-plan with timelines that outlines the activities you will conduct and achievements you expect to complete (1 page).
5. A list of key staff who will work on this project, along with their relevant qualifications and experience, and a description of your organization's ability and capacity to execute the proposed activities (1 page).
6. A discussion of other colleagues and groups in your state or locality who you expect will support this project; its sustainability over time; and how it might serve as a catalyst for other efforts (1 page).

Attachments. The narrative proposal described directly above should be supplemented by at least the following attachments:

1. *Budget:* A budget for your project that breaks out year 1 and year 2 expenses. Budgets must identify personnel, direct costs and indirect costs (no more than 15 percent indirect costs permitted). Please make sure that you explain the underlying assumptions that have gone into the budget. For example, if you list \$2,000 for travel, you need to explain how you arrived at that number. Please provide the budget for the entire prevention initiative you are planning, not just the portion for which you are seeking National Campaign funding. Please list ideas you have for raising the portion of the budget that exceeds the grant from the National Campaign (the “match” and anything over that required amount).

Please note that we understand that the budget is preliminary, given that we anticipate that grantees will refine and revise the budget as to line up more closely with the work-plan developed in the first few months of the grant (note again that once the grant is approved, the overall total granted will not increase). Also, the budget should include travel for the project leader to attend a one day meeting in Washington, D.C. early in the first grant year, as noted above.

2. *Letters of support:* Two letters of support from relevant leaders in your state or locality that demonstrate that they are behind your proposed efforts (e.g. a public health commissioner, an elected official, a community foundation, or a statewide association).
3. *Resumes or CVs of key staff working on the project.*
4. *Reference information:* The names, titles and contact information (email and telephone) for three references, including two previous or current funders and a partner organization.

Cover page. The proposal should have a cover page that includes full contact information for the applicant (both the organization and a contact person), amount requested, and a one paragraph summary of the contents of the proposal. The cover page does not count in the 7 page limit.

Submission. The proposal should be sent by **email to Melissa Spindler at mspindler@thenc.org by 4:00 pm Eastern time, June 30, 2008.** All proposals will be reviewed and responses to applicants are expected to be sent by the end of August.

Additional information requests. The National Campaign may contact you to request additional information if it believes that it will be helpful to its process for reviewing your proposal.

Questions. All questions regarding this grant opportunity should be directed to Melissa Spindler at the above email address or by phone at 202.478.8505.