United Nations Foundation Request for Proposals

Strengthening U.S. Leadership on International Reproductive Health and Family Planning

The United Nations Foundation (UN Foundation) is leading an initiative to strengthen the U.S.’s leadership role in international reproductive health and family planning (IRH/FP).

As a part of this initiative, the UN Foundation is undertaking strategic grant-making to U.S. non-profit organizations for activities in support of achieving the initiative’s goals. The UN Foundation is now accepting proposals. The request for proposals (RFP) and any updates may be found at http://www.unfoundation.org/global-issues/women-and-population/strengthening-us-leadership-on-reproductive-health-family-planning.html. This RFP lays out the following: Background and Goals, Tactics, Coordination, Grants, About the UN Foundation, and Proposal Format.

Background and Goals

This initiative seeks to support the goals set forth by the International Conference on Population and Development (ICPD) and the Millennium Development Goals (MDGs) by re-engaging the U.S. and motivating the broader international community to expand its efforts to reach the MDG 5 target of universal access to reproductive health. The initiative aims for the U.S. to be a leading global voice and funder, supporting women and couples worldwide to decide the number, spacing, and timing of their children, and to attain sexual and reproductive health, rights, and justice.

More specifically, this initiative aims to strengthen U.S. engagement both bilaterally and multilaterally in a sustainable manner. Strengthened U.S. leadership would feature increased financial support for IRH/FP and improved IRH/FP policies. Please see the attached Logic Model chart which describes the audience, strategies, and short-, medium-, and long-term objectives for this initiative in more detail.

This funding cycle will focus on the short-term goals, but the activities and strategies proposed should bear in mind attainment of the medium- and long-term goals as well. While it is difficult to measure the impact of advocacy and education efforts, particularly in the short-term, this initiative seeks to obtain the best possible outcomes for strengthened U.S. leadership on IRH/FP. The goals of the initiative are listed below.

<table>
<thead>
<tr>
<th>Short-term Goals and Outcomes (one year)</th>
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<tbody>
<tr>
<td><strong>Funding</strong></td>
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<tr>
<td>- U.S. funding for IRH/FP in FY 2011 and 2012 increases, including increased funding for UNFPA and other relevant UN agencies</td>
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<td><strong>Improved Policies</strong></td>
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<td>- IRH/FP is increasingly recognized as an integral component of the Global Health Initiative (GHI) and within U.S. Foreign Assistance Reform efforts</td>
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<td>- U.S. IHR/FP policies improve, including improved commodities security</td>
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Advocacy Capacity

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- IRH/FP partners draw upon one another’s complementary strengths
- IRH/FP partners seek to involve Global South IRH/FP leaders
- IRH/FP partners use messaging research when appropriate
- IRH/FP partners build advocacy capacity infrastructure in key districts and foster local leadership and engagement

**Medium-term Goals and Outcomes (3-5 years)**

**Funding**
- U.S. funding for IRH/FP reaches and remains at $1 billion annually as part of larger global ask to attain all MDGs, and U.S. funding for UNFPA and other relevant UN agencies increases

**Improved Policies**
- IRH/FP role is increasingly solidified within all relevant policies and programs
- Improved U.S. IRH/FP policies are attained and protected
- U.S. IRH/FP policies decrease unmet need for contraception

**Advocacy Capacity**
- IRH/FP NGO partners’ collaboration among one another and between IRH/FP funders and NGO partners improves
- IRH/FP partners’ capacity to engage secondary constituencies (see below for examples) increases
- Global South leaders’ voices advocating for IRH/FP are amplified
- IRH/FP partners increase access to key decision-makers, expand advocacy infrastructure in key districts, and broaden and activate base of support

**Long-term Goals and Outcomes (10 years)**

**Funding**
- U.S. funding for IRH/FP meets the U.S.’s fair share of international funding and leverages additional funds

**Improved Policies**
- The U.S. becomes a leading and consistent global voice for IRH/FP
- IRH/FP is a critical component of U.S. foreign assistance, with optimal IRH/FP policies and programs
- U.S. policies contribute to attainment of MDG 5 target of universal access to reproductive health

**Advocacy Capacity**
- Developing country demand for IRH/FP grows
- Global South leaders are at the forefront of IRH/FP advocacy

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Tactics

The project grant-making will support a range of tactics and a variety of groups with the ability to influence key policymakers, opinion-leaders, and elites, as well as seek to support collaboration and improved strategic coordination among sub-grantees. Approaches include but are not limited to the following:

(1) Educate U.S. policymakers and policy elites:
   a. Educate the Administration and Congress, particularly key Members of Congress such as Congressional champions, moderate Democrats, and Republicans
   b. Monitor and inform policy developments on IRH/FP, including but not limited to the Global Health Initiative and PEPFAR
   c. Ensure that IRH/FP plays an integral role in any efforts on Foreign Assistance reform
   d. Ensure that U.S. IRH/FP policies improve in general, including commodities security and other key policies impacting access and utilization
   e. Amplify Global South voices
   f. Foster collaborative and coordinated NGO policy asks and advocacy efforts
   g. Collaborate with initiative’s coordinator

(2) Undertake policy research and/or polling where there are demonstrated gaps

(3) Target constituencies to educate members in key Congressional districts and states and in general:
   a. Engage primary IRH/FP communities, including traditional supporters
   b. Engage secondary communities, including:
      i. Policy elites, grassroots, grasstops, and opinion-leaders
      ii. Faith communities with access to Congress, and environment, youth, and relief and development groups
      iii. Key districts including but not limited to: Massachusetts (Boston); Illinois (Chicago, Springfield); New York (Albany, Buffalo, New York City, Rochester, Westchester/Nassau Counties); Missouri (Mehlville, Oakville, Webster Grove); Delaware (Wilmington); Washington (Seattle); Texas (Fort Worth); South Dakota (Aberdeen, Rapid City, Sioux Falls); Pennsylvania (Philadelphia (north); Florida (Fort Lauderdale, Hollywood, Plantation, Weston)

(4) Mobilize grassroots, grasstops, and decision-makers

(5) Develop messages, messengers, and outreach opportunities

(6) Leverage mainstream media and social media where appropriate

The UN Foundation also recognizes the long-term necessity of creating and highlighting demand for improved IRH/FP services in countries facing the greatest reproductive health challenges. The sub-grant program will therefore continue its emphasis on providing platforms for leaders from the Global South who can articulate that need and will support efforts to build their capacity.
**Enhanced Coordination**

The UN Foundation recognizes the need for enhancing effective and strategic coordination and collaboration among NGO advocates and funders supporting of IRH/FP advocacy in order to achieve greater impact. The UN Foundation also encourages organizations to submit proposals reflecting collaborative advocacy projects, and will tend towards rewarding collaborative efforts with more funding than those from individual organizations.

The UN Foundation will also engage in the following activities to support a coordinated effort:

- Bringing on a coordinator to assist with facilitation and coordination of sub-grant projects
- Convening sub-grantees on a quarterly basis
- Stimulating efforts to create shared NGO advocacy goals and a clear division of labor
- Disseminating policy research, sectoral analyses, polling data, and message development

Concurrent with this round of sub-granting, the UN Foundation plans to identify an external coordinator and will ask the smaller group of NGO partners to collaborate and coordinate their activities with one another and with the coordinator. The coordinator will aim to facilitate a targeted, synchronized effort that seeks to reach key Congressional districts, opinion leaders, media, and policy elites in the short term, as well as lay a foundation for the achievement of medium- and long-term funding, policy, and advocacy capacity goals.

Exceptions will be granted for organizations that wish to apply for a grant but do not want to engage with the coordinator and/or other sub-grantees. If your NGO would like an exemption from working with the coordinator and the other sub-grantees, please provide an explanation of your reasoning in your proposal.

Finally, the activities supported through grants made in response to this RFP should respond to changing external circumstances. The UN Foundation recognizes the need for flexible plans that can accommodate a variety of advocacy environments and will allow for project revisions. Also, UNF will allocate some funding to be dispersed at a later date for flexible responses to emerging and unforeseen opportunities. To contribute to an enhanced NGO effort, the UN Foundation will also set aside some funding for technical assistance grants.

**Grants**

The UN Foundation expects to make relatively few, large grants but encourages well-crafted proposals of all sizes. Grants may range from $50,000 to $200,000 for 12 months. The number of grants awarded in this phase will be determined by the number and magnitude of applications. Please note that grant funds cannot support lobbying activities. Proposals will be reviewed by UN Foundation staff, and the review process will include recommendations from external proposal readers.
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This initiative is a collaborative effort between the Bill and Melinda Gates Foundation, the William and Flora Hewlett Foundation, the David and Lucile Packard Foundation, the Summit Foundation, the UN Foundation, and the Wallace Global Fund. Additional funders may join during the grants cycle.

About the UN Foundation

The UN Foundation, a public charity, was created in 1998 with entrepreneur and philanthropist Ted Turner’s historic $1 billion gift to support UN causes and activities. The UN Foundation is an advocate for the UN and a platform for connecting people, ideas, and capital to help the United Nations solve global problems. The UN Foundation builds partnerships, grows constituencies, mobilizes resources, and advocates policy changes to support the UN’s work for individual and global progress. The UN Foundation’s work – focused on select global problems – is decreasing child mortality, improving disaster relief, protecting diverse cultures and environments, creating a clean energy future, empowering women and girls, and improving U.S.-UN relations. For more information, visit www.unfoundation.org.
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Proposal Format

Proposals should include the following:

1. A narrative of no more than 5 pages addressing the following:
   - The problem being addressed
   - Brief profile of applying organization
   - Goal of proposed project, objectives, and strategies
   - History of collaboration on this issue and anticipated partnerships for this project
   - Work plan and timeline
   - Intended outcome, and description of how grantee will monitor and evaluate project
   - Budget justification (personnel, travel, activities, consultants and contracts, supplies, etc.)
   - Current and pending sources of support for the proposed project

2. A completed cover sheet (one page) - see template

3. A completed budget spreadsheet (one page) - see template

4. Appendices (please limit your appendices to the following):
   - 501(c) 3 documentation – a copy of your IRS tax determination letter, including Employee Identification Number (EIN)
   - Most recent audited financial statement
   - Name, title, and brief description of staff working on project (no more than two pages)
   - Profiles of any sub-grantees

Note on reporting

Please note that grantees will be asked to report within the UN Foundation’s evaluation framework in the grant agreement.

Proposal Submission

Please send all materials to reprohealth@unfoundation.org. You will receive a notice of receipt. Please do not send hard copies to the foundation.

July 12, 2010: Intent to submit a proposal: If you plan to submit a proposal, please send an email to the address above with only the name of your organization. A letter of intent is not necessary.

July 23, 2010: Final deadline for proposal submission.

September 2010: Grant applicants will be notified of funding decisions.

December 2010/January 2011: Grant cycle begins (12 months).