

FUTURE OF NURSING™

Campaign for Action

AT THE CENTER TO CHAMPION NURSING IN AMERICA



Innovations Fund Request for Proposal

DESCRIPTION

The Future of Nursing: *Campaign for Action*, a joint initiative of the AARP Foundation, AARP, and the Robert Wood Johnson Foundation (RWJF), will provide up to \$25,000 each to select Action Coalitions working on an ongoing or new project that addresses nursing's role in building a Culture of Health and health equity. This is a competitive, two-year award with a goal of creating replicable strategies that help nurses build a Culture of Health and promote health equity and well-being, while highlighting the importance of collaboration with diverse stakeholders.

A 1:1 match is required for each dollar awarded to the Action Coalition, and applicants must prove that they have acquired matching funds. In-kind donations are welcomed and valued, but will not count as matching funds.

The RWJF Culture of Health framework emphasizes the importance of cross-sector collaboration and building effective relationships. Working together with outside community partners will strengthen sustainability efforts while leading to greater impact. Here are a few ways that Action Coalitions might enhance their work as they build stronger coalitions:

- Collaborate with diverse partners with similar goals (i.e. local health departments, schools, businesses for workplace health promotion)
- Join forces with other effective campaigns
- Look for alternative funding sources through corporate giving, state or federal grants, or individuals
- Work with non-nursing partners to promote mutually beneficial policies that will lead to greater improvements in health and well-being

Some of these examples and additional information are outlined on RWJF's Culture of Health website, including ways to measure successful cross-sector collaboration. Please use [this resource](#) as you are developing your strategies.

ELIGIBILITY CRITERIA

Action Coalitions committed to addressing nursing's role in building a Culture of Health and health equity are encouraged to apply for the Innovations Fund award. Applicant organizations must:

- Secure 1:1 matching funds (a maximum of \$25,000 to be awarded)
- Advance and enhance the work of nursing's role in building a Culture of Health and health equity
- Show evidence of replicability
- Show evidence of sustainability
- Show evidence of multi-sector partnerships

Preference will be given to applicants that are either public entities or nonprofit organizations that are tax-exempt under Section 501(c)(3) of the Internal Revenue Code.

USE OF FUNDS

Funds may be used for personnel, meetings, supplies, project-related travel, and contractors or consultants. Funds may not be used to subsidize individuals for the costs of their health care, to support clinical trials of unapproved drugs or devices, to construct or renovate facilities, for lobbying, for political activities, or as a substitute for funds currently being used to support similar activities. Chosen applicants will be required to report on the use of their Innovations Fund award periodically and at the end of the funding period.

DIVERSITY AND INCLUSION STATEMENT

All projects should strive to increase diversity of the nursing student, faculty, and workforce. This objective can be obtained by recruiting diverse stakeholders and partners, which in turn, better positions nurses as community leaders.

Consistent with RWJF values, this program embraces diversity and inclusion across multiple dimensions, such as race, ethnicity, gender, age and disadvantaged socioeconomic status. We strongly encourage applications that will help us expand the perspectives and experiences we bring to our work. We believe that the more we include diverse perspectives and experiences in our work, the more successful we will be as we strive together to build a Culture of Health, enabling all in our diverse society to lead healthy lives, now, and for generations to come.

HOW TO APPLY

Complete the [application](#) and submit via email to InnovationsFund@aarp.org, no later than 10:00 pm ET on February 28, 2019. In fairness to all applicants, the program will not accept late submissions. All funding decisions will be made by a review team consisting of *Campaign for Action* leadership, staff and consultants.

Interested applicants are encouraged to participate in an optional informational Web conference scheduled for January 14 at 3 p.m. ET.

For more information on the Innovations Fund and proposal requirements, please contact:

Center to Champion Nursing in America
AARP Public Policy Institute
601 E Street, NW
Washington, DC 20049
Phone: (202) 434-3882
Email: InnovationsFund@aarp.org
Website: www.CampaignforAction.org

Responsible staff members at CCNA:

- Jennifer Peed, Director of Center Integration
- Winifred Quinn, Director, Advocacy and Consumer Affairs
- Jazmine Cooper, Project Manager

PROGRAM SUPPORT

CCNA will provide direction and technical assistance for those who receive innovation funding. In fact, all applicants, regardless of whether they receive an award, will be offered technical assistance throughout the year.

Questions? Please email InnovationsFund@aarp.org or call 202-434-3882.

KEY DATES AND DEADLINES IN 2019

January 14, 3 p.m. ET	Webinar for interested applicants
February 28, 10 p.m. ET	Applicant submission deadline
Mid-March	Finalists notified of funding recommendations
April 1	Projects initiated