



**Funding Opportunity:**

# Funding Opportunity: Healthy Living Advocacy - Leadership Development

*En Español*

The goal of this funding opportunity is to build advocates for social, physical and economic environments that promote health. Specifically, Colorado Health Foundation is interested in supporting advocacy leadership development programs for at least one of the following groups:

- Community members
- Professionals from various sectors
- Youth

**Grant Deadline:** Not accepting applications. This work is in progress.

## Guidelines:

**Diversity:** Programs should strive for a diverse cohort, including low-income earners and poor people, people of color, immigrants and refugees, disenfranchised youth, LGBTQ individuals, and people from rural communities, and communities with high rates of childhood obesity.

**Leadership:** Programs should use a well-grounded framework for leadership development that focuses on cultivating competencies and skills needed to understand local issues and key constituents and respond to the challenges facing their community or region.

**Advocacy:** Programs should build the skills of the participants to effectively use advocacy strategies like coalition building; grassroots organizing; public, policymaker, and influencer education; media advocacy; policy analysis; public opinion polling; and regulatory feedback.

**Systems:** Programs should provide an understanding of how income, employment, housing, education, social cohesion, civic participation, equity, health care, violence, and access to opportunities like healthy food and physical activity impact health outcomes.

**Project:** Participants should have a culminating project that involves developing an advocacy initiative around an issue they identify, research, strategize, and lead and engage a larger community in completing.

**Policy:** Programs should help participants focus on changing policies affecting the physical, social and economic conditions that lead to poor health.

**Length:** Programs should be of sufficient length to make a real, sustainable difference. A general guideline is that programs must provide a minimum of 40 hours of education / training. Time devoted to implementing an advocacy project can be included in the 40 hours.

**Size:** Programs should be large enough to be diverse and stimulate challenging conversations, yet small enough to be safe and manageable. A general guideline is that programs must recruit a minimum of 15 participants per cohort.

*Note: The criteria are guidelines, not requirements. Please call or email the program officer if you feel there is a compelling reason to structure your program differently given the population you are working with, the geographic area in which the program will operate, or other factors.*

## **Associated Measurable Results:**

Increase the number of individuals who are actively promoting nutrition and physical activity.

## **Additional Evaluation Activities:**

As part of this funding opportunity, grantees are likely to be asked to engage in an evaluation study conducted by an external evaluator. The design and scope of the evaluation has not yet been determined. The Foundation will keep grantees updated as the evaluation is developed, and will inform grantees about any associated expectations for grantee engagement. It is anticipated that the evaluation will require grantees to collect some quantitative and/or qualitative data about their activities, to participate in data collection by a third party evaluator (e.g., interviews, surveys), and potentially participate in learning discussions about the evaluation findings.

*We often partner with third-party evaluators, contractors and other organizations over the course of our work with applicants and grantees. Your application and its attachments may be shared with these individuals or entities during the review process and grant cycle. All third-party organizations partnering with the Foundation have signed a confidentiality agreement and will not use or share the information for purposes outside of the scope of work specific to the grant application or grant award. If you have any concerns or would like additional information, please email [grants@coloradohealth.org](mailto:grants@coloradohealth.org) or call our Director of Grantmaking Operations at 303.953.3600.*

## **What We Will NOT Fund**

- Conferences
- Partisan political activities
- Campaigns for elected office

## **Resources**

- [Social Determinants of Health](#)
- [Unnatural Causes](#)
  - [Background](#)
  - [Discussion Guide](#)
- [Harnessing the Power of Advocacy in Your Nonprofit Webinar Archive](#)  
(Recorded Thursday, Aug. 11, 2016)  
[Download presentation slides](#)

# We're here to help

Have questions? Contact your Program Officer for more information.

**FIND A PROGRAM OFFICER ??**