

Strategic Issue Advocacy Campaign Funding



Voices for Healthy Kids is a unique advocacy collaboration between the American Heart Association and Robert Wood Johnson Foundation working to engage, organize and mobilize people to improve the health of their communities and reverse the childhood obesity epidemic. The goal of the grant opportunities described below is to make effective strategic investments in ongoing state, local and tribal public policy issue campaigns in order to increase public policy impact on healthy weight and living among children.

	Open RFA Grants	Plan Driven Priority Grants	Strategically Directed Tools*	Rapid Response Funds
Purpose	Support strategic issue advocacy campaigns at the state, local and tribal level. Must be specific to an individual campaign for public policy	Support more mature campaigns with short-term opportunities for success and priority population impact	Support lobbying activities such as public opinion polls, on-the-ground organization and limited paid media activities	Support short-term projects by providing critically-timed support during final action phases of ongoing strategic issue advocacy campaigns
Funding Per Award	Up to \$90,000	\$90,000 to \$160,000	\$20,000 to \$80,000	\$15,000 to \$100,000
Duration	Up to 1 Year	Varies based on campaign	Varies based on campaign	2 Weeks to 6 Months
Budget Requirements	5% legal contingency; 1 campaign coordinator; hard and in-kind match required	5% legal contingency; 1 campaign coordinator; hard and in-kind match required		5% legal contingency and in-kind match required

*Indicates funding that can be used for lobbying