Childhood Obesity Rapid Response Fund
Frequently Asked Questions

The following are answers to common questions about the Childhood Obesity Rapid Response Fund. If you believe you are eligible and are interested in applying, it is highly recommended that you set up an initial phone consultation with the project manager. However, prior to doing so, please be sure you have thoroughly reviewed the overview document and this FAQ. The fund is highly competitive and applicants should fully meet the Fund's intent and priorities.

What is a "strategic investment"?

The Fund only makes grants that are strategic investments in ongoing public policy change campaigns. These grants are to fund short-term projects designed to provide critically timed and needed **additional** support to promising campaigns. Grants do not provide funding for basic or ongoing operations and grants do not allow indirect, overhead, or similar costs. Applications must show that there is the capacity to mount the core policy change effort independent of this fund—in particular, applications must show independent lobbying capacity. Grants are non-lobbying funds only. This capacity can be provided by the applying organization or other committed partners/coalition members.

Why the two step process?

The fund seeks to balance thoughtful evaluation with rapid and strategic funding. For this reason, we are pursuing a deliberative and interactive process that allows us in the first step to identify appropriate eligible campaigns. Campaigns that are approved for eligibility then work with the fund to assess strategic opportunities to determine the best timing to submit a step-two funding request application. Remember, being approved in step one for eligibility is not a guarantee of success in step two. Both steps are a competitive process.

When should I apply? Is there a deadline?

Both the step-one and step-two applications are a rolling process. There is no deadline.

Applicants must have an active and promising public policy change effort underway prior to applying for step-one eligibility. If you are likely to need more than a year to reach the public policy goal you identify in your step-one application, then you should not apply at this time. However the Fund is interested in hearing about longer-term efforts, so please feel free to contact us now and let us know of your future potential interest in the fund.

If you are approved for eligibility, you may complete the step-two funding request at any time. The project manager will work with you to help identify the proper timing and use of a strategic investment. In most cases, applicants will wait for a particular strategic time in their efforts to submit a step-two request. Keep in mind that eligibility is not a promise of funding and both steps in the process are competitive.

What is the timeline for decisions?

The process is somewhat interactive, particularly in step one. Decisions are made by a volunteer team of national experts in childhood obesity policy change. The committee may have requests for clarifications or additional information after initially reviewing your submission. In such cases, eligibility decisions are made in about a month—however decisions can be fast-tracked if your policy effort is particularly immediate-term. In such cases, contact the project manager ASAP and share the timeline you expect for your efforts.

Step-two funding requests can complete the process from submission to fund distribution in a week if needed. Less timing-critical submissions will take a bit longer depending on the committee's regular meeting schedule.

I am not sure I am eligible, should I go ahead and apply?

No. All potential applicants are encouraged to contact the fund to discuss your interest prior to applying. Ineligible applications are rejected upon submission and are not reviewed by our expert committee.

Do I have to be a 501c3 to apply?

Yes. We encourage collaboration and partnerships and don't have restrictions on subcontracts, however applications must demonstrate public policy change capacity.

I am interested in applying for policy implementation, what kind of activities are eligible for funding?

The primary goal of the Fund is to support promising ongoing public policy change campaigns. However the Fund will support advocacy activities for implementation in limited situations if there is an advocacy-related barrier preventing a strong public policy from impacting a population as intended. Grants will only fund advocacy activities and will not fund equipment, general program expenses, etc—applications must be for advocacy-related barriers and solutions.

Implementation applications will be evaluated on the strategic importance/strength of the policy that was passed, the nature and reach of the barrier to implementation, and the applicant's ability to use resources from the Fund to successfully overcome that barrier and create the population impact intended in the policy. Applications are also eligible if a public policy is being generally implemented but is not reaching/impacting a critical population. Again, the application would have to demonstrate a concrete plan for overcoming an advocacy hurdle and create measurable direct policy impact.

Applications should provide extra detail in their step-one narrative response to questions 1-4, and may skip questions 6, 9,10, and/or 16 if one or more is not relevant.

Do you fund activities pursuing private policy change, program operations, or non-binding (advisory) public policy?

No. The Fund supports state and local public policy change that will have meaningful direct population impact. In most cases, eligible public policy must impact an entire community, school district or state.

If you have questions or would like to discuss the fund further, please contact:

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