



Health Forward  
FOUNDATION

# REQUEST FOR PROPOSALS

ADVOCACY AND CIVIC ENGAGEMENT  
LEARNING COMMUNITY



## REQUEST OVERVIEW

Health Forward Foundation recently announced two new open funding opportunities to support [civic engagement](#) and [advocacy coalitions](#). We will award up to \$4.5 million in grants to be distributed in 2023 and 2024 in support of these efforts. This funding is designed to advance Health Forward's [purpose plan](#) in alignment with our policy agendas for [Kansas](#) and [Missouri](#). These funding opportunities support and build community power to advance health equity, racial equity, and economic inclusion. Civic engagement is one of many social factors that influence the health of people and communities given its connection to increasing both health equity and racial equity. Further, we believe that advocacy and coalition building are central to Health Forward's purpose of building and amplifying community power.

Working in partnership with Health Foundation and our funded partners, this request for proposals is for programmatic and learning support to develop, facilitate, and support a learning community of civic engagement and advocacy partners.

## HEALTH FORWARD FOUNDATION'S PURPOSE STATEMENT

Every day we work to support and build inclusive, powerful, and healthy communities characterized by racial equity and economically just systems. Healthy people need healthy communities.

## ABOUT HEALTH FORWARD FOUNDATION

Health Forward's service area encompasses Kansas City, Missouri, and Jackson, Cass, and Lafayette counties in Missouri, and Johnson, Wyandotte, and Allen counties in Kansas.

Health Forward views equity as a fundamental element of social justice and integral in our purpose and to our mission. We recognize that racial equity and economic inclusion overlap. We cannot have one without the other. We also recognize that our effort to build racial equity and economically just systems commits us to change the institutional and political systems under which we all live. These

**OUR  
PURPOSE**

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changes mean healthier people, an increase in community power, and the creation of equitable and just places.

To guide Health Forward in its work, and to help its partners better understand its priorities, the foundation is focusing its work within four purpose areas: People, Power, Place, and Platform. Learn more about these purpose areas [on our website](#).

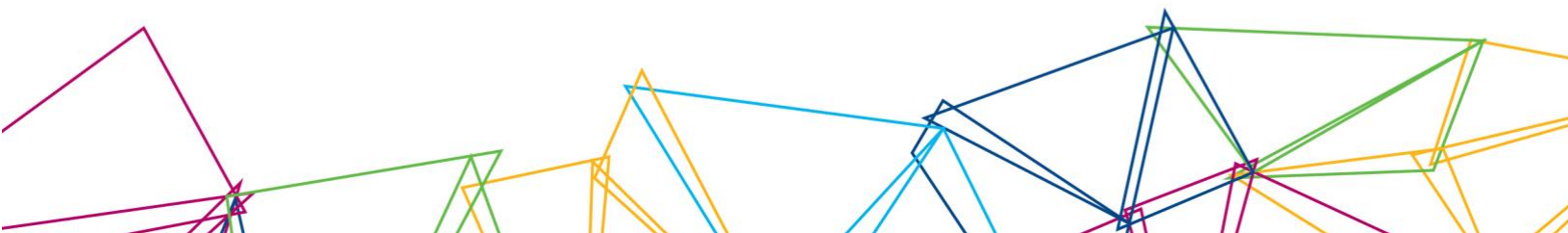
## **BACKGROUND**

Health Forward is seeking to transition how it approaches learning and evaluation. Instead of evaluating whether a program was successful on a grant-by-grant basis, we are transitioning to a more inclusive learning approach working with funded partners to define impact and metrics, at the systems, social, and community levels. Further, we are also reimagining how we learn from this work, what this learning might look like, how it informs the work, and how we share it with our communities.

As practice partner in the [Equitable Evaluation Initiative](#), Health Forward's approach to evaluation goes beyond learning what worked and what didn't, and why. We see learning as also being in the service of advancing equity, that must reflect the complexity and nuances of our communities, and being inclusive of systems and drivers that impact race inequality and economic injustice.

Health Forward sees civic engagement as one of many social factors that influence the health of people and communities given its connection to increasing both health equity and racial equity. Civic engagement is central to Health Forward's purpose of building and amplifying community power. Further, we believe coalitions as effective means to pool and leverage limited resources to achieve a common goal by building collective advocacy shared interests.

The geographic scope for this work includes Health Forward's service area: Allen, Johnson, and Wyandotte counties in Kansas; Cass, Jackson, and Lafayette counties in Missouri; and Kansas City, Missouri (including portions of Clay and Platte counties).



## CONSULTANT CAPACITIES AND ACTIVITIES

We are seeking more information from consultants with the following experience:

- Support Health Forward in thought partnership around collaborative engagement with funded partners to codesign impact learning
- Convene grant partners and facilitate discussions to co-identify measures of progress and impact
- Ability to provide periodic updates and make recommendations for work recalibration
- Experience with assessing civic engagement, advocacy, and/or coalition efforts
- Experience with qualitative and quantitative measurement
- Experience with activities/projects that are grounded in one or more Equitable Evaluation Framework™ [principles](#)
- Able to focus on learning as opposed to accountability through a lens of systems change and community impact rather than project-level evaluation
- Can support the conceptualization and realization of creative storytelling across different mediums
- Flexibility to provide either in person or virtual updates and findings to Health Forward's board, partners, and communities of focus.

## RESPONDING TO THIS REQUEST FOR PROPOSALS

Interested parties should forward the following information to

[jmoss@healthforward.org](mailto:jmoss@healthforward.org):

1. A letter (not to exceed five pages) describing your areas of expertise, prior experience relevant to the work described in this request for proposals, approach to the scope of work, and a preliminary budget
2. Resumes or CV of key staff
3. Demographic information on leadership and key staff
4. At least two references from similar projects
5. Relevant samples of your work
6. Examples of your commitment to equity, inclusion, and anti-racism

## SUBMISSION DEADLINE

Submit your proposal by June 15, 2023.





[healthforward.org](http://healthforward.org)