



U.S. Reproductive Health and Rights Portfolio Call for Proposals:

Advocacy to Ensure Access to Contraception and Abortion

May 15, 2017

LETTER OF INQUIRY FORMS

[Single-organization form](#)

[Multi-organization form](#)

KEY DATES

June 30, 2017: Letter of Inquiry due

July 28, 2017: LOI review complete; invitation for full proposals sent to selected applicants

September 15, 2017: Full proposals due. (Please note that the proposal will be a different document than the Letter of Inquiry.)

November 2017: Decisions finalized; 2017 grants awarded

PURPOSE

The purpose of this call for proposals is to give the Hewlett Foundation's U.S. Reproductive Health and Rights portfolio flexibility in its grantmaking to ensure it supports the most effective mix of advocacy actors. Organizations across the reproductive health, rights, and justice movement are invited to apply and articulate how their advocacy ensures access to contraception and abortion and how they work alongside others to do so. As a result of this process, we aim to:

- Better understand who is trying to influence which audiences, what they want the audiences to do, and how they are positioned to influence them;
- Promote a reproductive health, rights, and justice movement that has an effective and clearly-understood division of labor across advocacy audiences and strategies;
- Understand how organizations define short- and long-term success for their institution and the movement;
- Encourage collaboration, power-sharing, and efficiency; and
- Avoid funding duplicative efforts.

WHO SHOULD APPLY

- 1) Organizations or programs that meet all of the following requirements:
 - 501(c)3s (or fiscally sponsored);
 - Works on reproductive health, rights and/or justice;



- Contributes to policy outcomes that improve or protect access to abortion and/or contraception access;
 - Based in and focused on the United States; and
 - Have national reach or reach beyond one state or locality, unless they are applying in a partnership of multiple organizations representing multiple states. (See note below about multi-organization applicants.)
- 2) All current grantees for whom the majority of their work is advocacy-related, regardless of when the current grant is up for renewal. (All current grants will continue uninterrupted. See additional information in the FAQ.)

WHO SHOULD NOT APPLY

- 1) Organizations that do not meet the requirements above.
- 2) Organizations that do not do advocacy focused on abortion and/or contraception.
- 3) Organizations with annual budgets under \$1,000,000 (unless it is less than three years old or is applying in partnership with other organizations).
- 4) Affiliates of national organizations (exceptions may apply if applying in partnership).
- 5) Organizations focused on one state or locality.

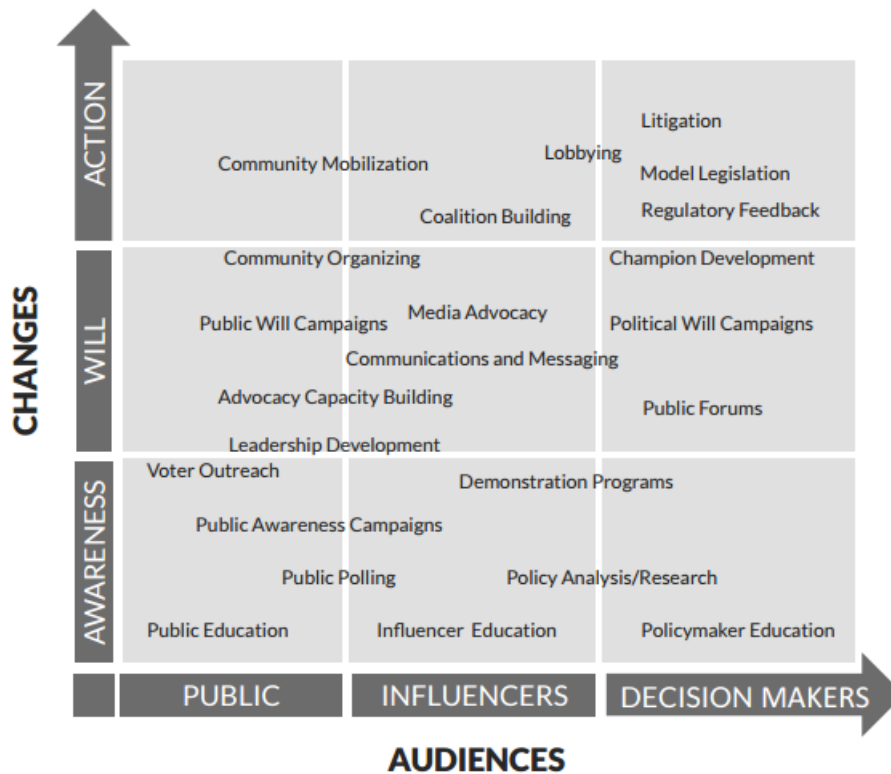
Note about multi-organization applicants: The Hewlett Foundation strongly encourages organizations to apply in partnership with other organizations if they 1) do very similar work (e.g. use a similar approach with a similar audience), or 2) are too small to apply alone but could scale through a partnership with other organizations. Organizations applying in partnership will each submit the same proposal but each organization will get its own grant. Grants to organizations applying as a partnership will take into account and offset the added cost of working in partnership. Partnership applicants will need to identify one “backbone” organization.

HEWLETT FOUNDATION GOALS AND OBJECTIVES

The U.S. Reproductive Health and Rights portfolio aims to improve the wellbeing of women and families by preventing unintended pregnancy and ensuring access to abortion. The Hewlett Foundation’s grantmaking in this portfolio works towards three goals: 1) improve access to and use of contraception; 2) remove barriers to and increase public support for abortion access, and have a service-delivery landscape that meets the needs of women; and 3) make contraception and abortion access a part of women’s economic empowerment, social mobility, and family stability efforts.

This call for proposals focuses on advocacy work that helps achieve the goals outlined above. We usually make long-term, unrestricted grants, and think about our advocacy grantees as an ecosystem, with individual actors adding value in complementary ways. We use the graph below¹, which maps the range of synergistic approaches that contributes to effective advocacy, to guide our advocacy grantmaking and ensure we fund the most effective *mix* of organizations and work.

¹ [The Advocacy Strategy Framework](#). Coffman, Julia and Tanya Beer. *Center for Evaluation Innovation*, 2015.



The Hewlett Foundation does not lobby or earmark its funds for prohibited lobbying activities, as defined in the federal tax laws. The foundation's funding for policy work is limited to permissible forms of support only, such as general operating support grants that grantees can allocate at their discretion and project support grants for nonlobbying activities (e.g., public education and nonpartisan research).

CRITERIA FOR DECISION-MAKING

The Hewlett Foundation will assess the strength and relevance of eligible applicants based on the following four criteria:

1) *Vision of success and path to achieve it*

Successful social movements balance short-term tactical work with long-term vision and a path to achieve it. The reproductive health, rights, and justice movement must simultaneously defend against attacks on reproductive rights and move towards long-term success. Applicants will be assessed on clear articulation of:

- Short- and long-term success of both the institution and the movement, and the organization's contribution to success;
- Ability to reach and persuade target audiences; and
- Role in the division of labor within the advocacy ecosystem.

2) *Scalability*

The Hewlett Foundation prioritizes *scaling* because of its relationship to power. In order to build power, organizations need to scale. This can take many forms in addition to geography and people reached. Network effect, force multiplication, influence on media narrative, access to influentials (both people in power and

important constituencies), level of influence, political power, grassroots power, and access to resources are all dimensions of scaling that directly relate to power. Depending on where in the advocacy ecosystem an organization sits, the path to scaling will look different. The foundation anticipates that most grants resulting from this process will be multi-year general operating support. The expectation is that over time, this funding will lead to increased scale and power of *both* the institution (or partnership) and the movement. Applicants will be assessed on clear articulation of:

- What dimensions of scale are appropriate and desirable for the organization (or partnership);
- A path to scaling (e.g. through its own structure, networks, formal partnerships with other groups); and
- How the organization will measure increase in audience scale, such as number of people, influence of audience, or engaging neglected, important or new constituencies.

3) Bridge-building

Reproductive health, rights and justice have long been siloed from other social movements affecting women's opportunity and wellbeing. Reproductive justice groups have led the field in working at the intersection of multiple facets of women's lives. In this call for proposals, we prioritize efforts that connect with other movements, sectors and audiences. Ideally, organizations will build bridges so that reproductive health, rights, and justice issues are accepted and integrated into other movements and reproductive health, rights, and justice organizations offer a "home" to new activists and supporters that may be beyond their usual constituency. Applicants will be assessed on:

- Ability and commitment to build bridges *within* the reproductive health, rights, and justice movement;
- Potential to build bridges with other social justice movements and the broader progressive community to broaden support for reproductive health, rights and justice; and
- Interest in and potential to tap into new civic momentum, including engaging new supporters and activists.

4) Organizational culture

As a mature movement, reproductive health, rights, and justice organizations have both assets and constraints. Assets include a relatively large base of support and financial resources, access to influencers, and a diverse range of organizations. Constraints include funding and political power concentrated in too few organizations, too many organizations without a clear path to increase reach an impact, and an unclear division of labor that leads to an inward focus. All of these can slow progress. Applicants will be assessed on:

- Willingness and ability to cede power when appropriate and step into power when appropriate;
- Prioritizes results over process, seizure of opportunities over the status quo; and
- Includes communities that have traditionally been underrepresented in the movement, to help individuals tell their own story and/or demonstrates how reproductive health, rights, and justice expands their access to contraception and abortion.

To submit a Letter of Inquiry, complete either the [single-organization LOI form](#) or the [multi-organization LOI form](#) and email to usrh@hewlett.org by Friday, June 30, 2017, 11:59pm PST.

FREQUENTLY ASKED QUESTIONS

How long will grants be? Up to four years. For current grantees, this proposal process will determine what your next grant will be and for how long.

How many applicants do you expect to fund? Between 15 and 20.

What will the amount of grants be? It depends on the size and scope of the work. Include range and mention difference between multi-org and individual org.

Why does the LOI not ask for a grant amount? The size of each grant will depend on the number and range of potential grants, the size of your overall organization or project budget, and the total amount of funds available. If your organization/partnership is invited to submit a full proposal, we will invite the proposal for a specific grant amount.

Can we apply for a single-organization and multi-organization grant? Yes, but keep in mind our priority is to fund work that can scale. In some cases, scaling will be more likely as a partnership rather than an individual organization.

Can we apply if our organization is not *only* focused on reproductive health, rights and justice? If you are a multi-issue organization and you have a program specifically focused on reproductive health, rights or justice, you may apply for a program grant.

Current grantee FAQ

What will happen to current grantees whose proposals are not accepted? Hewlett will provide one-year tie-off grants following the end of the current grant.

If our current grant is not up for renewal this year (2017) and we are accepted in this process, when will our next grant be made? Your next grant will be made at the time of your next renewal. However, organizations whose renewal is not due until 2018 or 2019 will need to submit an updated proposal before a grant will be made.