



CHCF PROPOSAL GUIDELINES

These proposal guidelines are to be used by prospective grantees that have been **requested** to submit full proposals by California Health Care Foundation (CHCF) program staff.

Full proposals should include the components listed and described below. Use bullet points and keep statements brief. Unless instructed otherwise, please limit your proposal to a maximum of six pages. Full proposals should be accompanied by a budget and budget justification if applicable.

I. SUMMARY: What will this project do?

- This is meant to be a very short abstract to give a quick sense of the work.

II. GOAL(S): What are the 1) immediate and 2) longer-term objectives/desired outcomes of this project?

- Describe short-term goal(s) of this specific project. What problem/need is this project trying to solve/address? (1 short bullet)
- Describe the longer-term goal(s) of this project. (1 short bullet)

III. CONTEXT: What is the context that makes this project relevant?

- Briefly provide the background for understanding why this project is a good idea. Where possible, provide links to past projects, relevant publications, etc.

IV. STRATEGY: How does this project support the overall strategy of your work? What is your theory of change? How does the project address health equity (a core component of CHCF strategy) specifically? See the “About CHCF” section on our website for information about our approach to health equity.

- Briefly describe your answers to the above questions.

V. ACTIVITIES: What are the key tasks that this project will undertake?

- List in bullets the key activities that you (and other grantees) will undertake.
- Fill out the deliverables table below.

Deliverable/Task	Date/Timeline

VI. GRANTEE(S): Background of your organization, staff, and other project resources

- Briefly describe the qualifications of your organization that are relevant to the work.
- Provide brief background/skills of the project lead and any key team members.
- If applicable, describe other project resources and the role they will play in the project. (Examples include consultants and subcontractors.)

VII. AUDIENCE(S): Whom are you trying to reach/engage with this project?

- Address the following, as appropriate for your project:
 - Who are the 2-3 most important decisionmakers (i.e., individuals or groups who have the power to make change in the system) and the influencers (i.e., individuals or groups who do not have the power to make change by themselves, but are able to put pressure on those who can)?
 - What do you want those intended audiences to do (or do differently) because of this project?
 - If a learning collaborative and/or technical assistance effort, who are the focus/intended participants?

VIII. IMPACT: How do you plan to assess the impact (not the execution) of this project?

- Describe how you plan to assess whether this project makes the difference you hope it will, including specific measures you will use to judge success (if possible).