Request for Proposals: Defend Public Health and the Environment

# Background

Our public health and safety are under threat from the Trump Administration’s reckless agenda. From the dismantling of bedrock environmental safeguards and the censoring of science, to cutting programs that deliver clean air and water and address toxic pollution threatening marginalized communities, the need for action is greater than ever.

That is why Environmental Defense Fund (EDF) is seeking to identify, support, and amplify critical stories and influential voices that showcase the importance of a fully funded Environmental Protection Agency (EPA) and shine a spotlight on the neglect and corruption of EPA Administrator Scott Pruitt and his agenda.

# Grant Details

Building on the Summer of Action grants we awarded in 2017, EDF is excited to announce the second year of this initiative. We will be awarding short-term grants to organizations engaging in local efforts to raise awareness of at least one of two classes of stories through earned media and/or digital platforms:

1. The effects of the attacks being orchestrated by the Trump Administration and EPA Administrator Scott Pruitt to eviscerate critical public health and environmental safeguards through:
   1. Highlighting the negative impacts of EPA budget cuts, efforts to censor science, etc.
   2. Shining a spotlight on failed Pruitt priorities e.g.—superfund, lead, etc.
2. Local success stories that display the importance of a fully funded EPA and its policies

The organizations EDF is seeking will reflect and carry the voices of frontline communities, civic leaders, influencers, groups of faith, first responders, healthcare workers, or others whose views are underrepresented in policy and public debates.

The scope of work done by the grantees must target major media markets in the following states and each project must build to a major media event, press conference, or tele-presser in chosen markets:

**Arizona, Colorado, Florida, Missouri, Nevada, Pennsylvania, Tennessee, Texas, Virginia, Wisconsin**

To apply, fill out the questions below and send via Word doc or PDF (no scanned documents) by midnight, July 13th, 2018, to Simon Bunyan at [sbunyan@edf.org](mailto:sbunyan@edf.org)

# Selection Process

Proposals will be evaluated on the following criteria:

* Coverage of media markets
* Strength of the highlighted story or stories
* Coverage of issues affecting frontline communities/those most vulnerable
* Presentation of clear metrics and systems to track progress

# Timeline

Decisions will be made no later than Tuesday, July 17th with a grantee Kick-off Webinar hosted by EDF campaign staff on Tuesday, July 24th. Projects must be concluded by October 1.

To answer any questions about this RFP, we will host a conference call with interested applicants on Monday, July 9th; or please reach out to Simon Bunyan at [sbunyan@edf.org](mailto:sbunyan@edf.org) for more information.

To apply, fill out the questions below and send by Word doc or PDF (no scanned documents) by midnight, July 13th, 2018, to Simon Bunyan at [sbunyan@edf.org](mailto:sbunyan@edf.org)

**Organization Information**

**Full Legal Organization Name:**

**Address:**

**City:**

**State:**

**Zip Code:**

**Website:**

**Contact Information**

**Point of Contact:**

**Title:**

**Phone Number:**

**Email:**

**Organizational Information**

**501(c)(3)? (YES OR NO):**

**If YES, EIN#:**

**Year Established:**

**If NO, provide fiscal sponsor's name, address and EIN:**

**Total Organization Budget ($):**

**Brief Description of Organization (no more than 2 sentences):**

**Communications capacity and experience:** [We recognize that not all organizations have communications capacity to the extent that may be needed to bring their stories to life; knowing your existing capacity and experience will be helpful so we can better determine how to support your project]

Have in-house capacity to secure earned media

Have experience organizing media event or tele-presser

Have reporter and editorial board contacts

Have active media digital channels (twitter, blog feed)

**Grant Proposal**

**Project Name:**

**Requested Amount (no greater than $20,000):**

**Detailed Project Description:**

**Target Markets/States Impacted:**

**Measurable Outcomes/Metrics to Evaluate Success:**

**Previous Experience Working with EDF (if any):**

**Examples of Similar Projects Executed Successfully:**

**Potential for Sustained Impact after Grant:**