

CHILDHOOD BEREAVEMENT CHANGEMAKER (CBC) INITIATIVE REQUEST FOR PROPOSAL

The [*Childhood Bereavement Changemaker Initiative*](#) is an evaluation capacity building program that was developed by Judi's House/JAG Institute in partnership with the New York Life Foundation to support agencies in understanding and using data to strengthen services for bereaved children and families.

The *Childhood Bereavement Changemaker* (CBC) initiative allows participating organizations access to a unique, sequenced, evaluation training model. The model includes interactive workshops, expert consultation, program evaluation resources and templates, and peer networking. After fully engaging in this learning process, organizations will be equipped with data to inform planning, influence change, increase funding, and enhance overall impact—ultimately ensuring bereaved children in their community have the care they need.

Selected *Childhood Bereavement Changemakers* (*Changemakers*) will participate in a series of four two-hour workshops in preparation for completing capacity building activities and templates. Between workshops, *Changemakers* will participate in group and individual technical assistance sessions with the Judi's House/JAG team to support these activities. A Readiness Assessment will estimate each interested applicant's current evaluation capacity. *Changemakers* will become part of our extended alumni network. This network of partners and collaborators supports organizations tackling similar obstacles to create a broad learning community dedicated to elevating evaluation practice and data utilization in the field. Offered at no cost to participants, the initiative provides selected *Changemakers* unparalleled support and continuing education credits where applicable.

Selected *Changemakers* will receive:

- Access to and support utilizing the CBC Program Evaluation Online Workbook of resources and templates to support best-practice evaluation implementation
- Collaboration with the experienced Judi's House/JAG Institute Team of evaluation researchers
- Access to Judi's House/JAG Institute resources and networks
- Meeting coordination and forum for *Changemaker* Learning Community
- Four Evaluation Workshops
- Four group assistance sessions
- Hands-on learning through individual assistance sessions
- Practical recommendations
- Connection and engagement with local and national partners in the childhood bereavement field
- Identification as a partner in the *Childhood Bereavement Changemaker* Initiative

Judi's House/JAG anticipates engaging one *Changemaker* Cohort each year. Cohort engagement will be as follows:

April 2024-March 2025

March 2025-February 2026

March 2026-February 2027

March 2027-February 2028

Judi's House/JAG will post a *Changemaker* Request for Proposal (RFP) each year in November for organizations interested in participating in the following year's March cohort start.

In addition to the CBC Initiative, Judi's House/JAG Institute offers a series of free evaluation trainings in partnership with the National Alliance for Children's Grief (NACG). These trainings are an alternative resource for organizations who cannot dedicate sufficient time to the year-long CBC initiative. The evaluation training series is a great way to begin building evaluation capacity.

This RFP is for the April 2024—March 2025 *Childhood Bereavement Changemaker* cohort. Organizations committed to growing their evaluation capacity to elevate childhood bereavement with the necessary time and resources to dedicate to the CBC process should review the entire RFP and **submit a completed application online[†] no later than 5 pm MDT on Friday, March 1, 2024.**

[†]Only Childhood Bereavement Changemaker Applications submitted online will be considered.

Benefits for Changemakers

- Strengthen understanding of evaluation planning and implementation, data collection, and data utilization
- Access essential data to drive decision making for organizational growth and enhanced impact
- Build connections with local and national partners through thoughtful dialogue about field-specific data and evaluation best practices
- Collaborate with Judi's House/JAG Institute Team of multi-disciplinary experts
- Inform planning, influence policy change, and increase funding
- Free evaluation consultation, typically invoiced at \$250/hour
- *Changemakers* are eligible for ongoing consultation at a discounted rate upon cohort completion
- Improved understanding of the Childhood Bereavement Estimation Model resources and their local relevance
- Recognition as a valued *Changemaker* partner on the Judi's House/JAG Institute website

Changemaker Investment

- Staff Time/Resources
 - Based on previous *Changemakers'* experiences, your team can expect to spend 8-12 hours/month across the 12-month participation
- Knowledge and information sharing
- Stakeholder engagement

Changemaker Requirements

- Participate in four virtual evaluation workshops
- Prepare for & participate in four virtual group technical assistance sessions
- Prepare for & participate in monthly individual technical assistance sessions with Judi's House/JAG team
 - Meet via Zoom, utilize online resources and share documents for review and collaboration through a designated online platform, collaboratively develop agendas for sessions through the online platform
- Attend annual in-person collaborative meeting in conjunction with 2024 NACG Symposia
- Implement practical recommendations
- Review and/or provide critical feedback on Judi's House/JAG Institute deliverables
- Adhere to general CBC Initiative Timeline and approved partner-specific timelines
- Maintain consistent communication throughout collaboration

What Changemakers will receive

Training and consultative program valued at over \$60,000 to include:

- Interactive workshops
- Evaluation workbook – resources and templates to support best practice program evaluation
- Evaluation assistance alongside other *Changemakers*
- Individual assistance, including review of *Changemaker*-developed evaluation tools
- Practical recommendations
- Meeting coordination and forum provided for *Changemaker* Learning Community

What the Changemaker Initiative is Not

- A chance to obtain an already-created evaluation protocol and data collection tools for your organization to adopt.
 - Instead, it is an opportunity to refine or develop new tools in collaboration with experts at Judi's House/JAG based on your organization's evaluation goal/questions and your specific program.
 - Your team will build capacity, with support from the Judi's House/JAG Institute team, to develop evaluation questions to guide your program evaluation effort and data collection tools to complement your program and participants.
 - There is not a one-size-fits-all solution in program evaluation. This initiative involves learning alongside other organizations working in the family bereavement field who are invested in improving their evaluation practices and utilizing data to drive decisions, improve programming, and increase funding towards sustainability.
- The CBC Initiative is not a certification program.
 - *Changemakers* will have the opportunity to earn continuing education credits for counseling or social work.



CHILDHOOD BEREAVEMENT CHANGEMAKER TIMELINE

Application/Selection

January 9, 2024: *CBC Initiative* RFPs open

January 23, 2024: *CBC Initiative* RFP webinar with JH/JAG and NACG

March 1, 2024: *CBC Initiative* applications due

March 25, 2024: Selected *Changemakers* announced

April 2024 – March 2025: *Changemakers* participate in *CBC Initiative*

CBC Process

Across each of four evaluation capacity building modules, the JH/JAG Team engages participating organizations through the following training model:

Interactive Workshop (2 hours)

Individual Assistance Sessions (one 1-hour session/month)

Group Assistance Session (2 hours)

Training Modules:

Module 1 Preparation	Supports <i>Changemakers</i> in getting started with basic program evaluation, including capacity assessment, stakeholder engagement, defining their model, setting goals, identifying barriers, and evaluation planning
Module 2 Planning	Prepares <i>Changemakers</i> to select initial data to collect, create data collection tools and protocols, as well as plan for data cleaning and analysis and begin data collection
Module 3 Implementation	Support ongoing data collection while setting up <i>Changemakers</i> for analysis, interpretation, and reporting
Module 4 Data Utilization & Reflection	Strengthens <i>Changemakers'</i> data utilization skills, including planning for internal data discussions, surfacing learnings, adjusting data collection plans, making data-informed decisions, utilizing data to tell their story of impact to stakeholders, and acting on findings



CHILDHOOD BEREAVEMENT CHANGEMAKER (CBC) APPLICATION

ORGANIZATIONAL INFORMATION

Organization Name			Year Organization Started	
Organization Website				
Main Contact Name		Main Contact Title		
Main Contact E-Mail		Main Contact Phone		
Number of full-time staff				
Provide name, role, credentials, and contact information for the primary staff member who will participate in the initiative.				

CONTEXTUAL QUESTIONS

What does your organization hope to gain by participating in the <i>Changemaker</i> Initiative?
How will the evaluation resources and learnings from the <i>Changemaker</i> Initiative enhance your work?
What are your organization's biggest challenges in gathering and using data and/or implementing evaluation processes?
Does your organization have the capacity to participate in the CBC Initiative? (8-12 hours/month) Yes/No Please describe how your team will reserve adequate time to dedicate to building evaluation capacity during the initiative.
What would your organization consider to be the most successful outcome of this collaboration?

POPULATION SERVED LAST YEAR

Please answer the following questions to the best of your ability.

How many total people did your organization serve last year?			
AGE/GENDER			
ADULTS	TOTAL	MALE	FEMALE
# of Adults			
Average Age of Adults			
CHILDREN	TOTAL	MALE	FEMALE
# of Children			
Average Age of Children			
INCOME			
Was Family Income Tracked? (Y/N)		If Yes:	Response Rate (%):
			Median Family Income Reported (\$):
RACE & ETHNICITY		CAUSE OF DEATH	
CATEGORY	PERCENTAGE	TYPE	PERCENTAGE
ADDITIONAL INFORMATION ABOUT THE POPULATION/SUBPOPULATIONS YOUR ORGANIZATION SERVES THAT YOU WOULD LIKE TO SHARE			
Please describe your data collection processes with participants (e.g., paper, electronic).			
Please describe your attendance/service data collection processes.			
Please describe your current data storage system (e.g., Excel, database, EHR system).			
Please describe your use of digital conferencing and collaboration technologies (i.e., Teams, Zoom, Google docs).			

ANNUAL REPORT Please provide a link to your organization's most recent Annual Report:

SERVICE DETAILS

# of Locations where organization provides service	
Address of each location where organization provides service	
Counties organization serves?	

SERVICES/PROGRAMS OFFERED

Advocacy	
Camp	
Grief Education	
Group Therapy	
Individual/Family Therapy	
Parent Education	
Peer Support Groups	
Professional Training	
Social Activities for Bereaved Youth	
Other (specify)	

EVALUATION PRIORITY

What one service/program are you most interested in examining through the CBC process?

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EVALUATION READINESS¹

To help assess your readiness for evaluation, rate your organization to the best of your ability using the scale below. The assessment results will help the Judi's House/JAG Institute Team understand your organization's current needs in evaluation capacity building.

Ratings

- 1: Not at all True
- 2: Somewhat True
- 3: Very True

1. Program Goals Identified

Organization has program goals and objectives.
Program descriptions are consistent and clear.
Program activities align to the organization's mission.
Organization has documentation that outlines program model, which may be a logic model, work plan and/or program planning and evaluation model.

2. Measurable Outcomes

Organization has clear measurable outcomes that align to the mission statement.

All staff are aware of these measurable outcomes.

These outcomes identify what change is expected to occur, in what way, and with what group(s).

Example: More than half of program participants show improvements in grief-related symptoms.

3. Data Collection Tools

Organization has data collection tools that measure the outcomes. This may include intake forms, surveys, focus group question guides, and other methodologies.

4. Data Collection Process

Organization has at least one staff member charged with overseeing all data collection efforts. A third-party evaluator may also be involved.

Data collection protocol is established.

Data collectors are trained.

Written documentation about data collection process, confidentiality, and data security is in place.

5. Data Management

Organization has a data management system in place.

There is a process to enter data (if collected on paper).

There is a database that can be managed internally or externally.

There is a codebook to ensure data are managed in a consistent manner.

There is a data management training for staff and/or volunteers.

6. Data Analysis and Reporting

Organization has identified parties that have the time and skills to analyze data and synthesize into a meaningful report.

7. Communicate Data

There is a clear communications plan of how evaluation reports will be shared with different groups, such as funders, participants, staff, board members, and the community at large (if applicable).

8. Usage of Data

Organization uses data for continuous program improvement as well as accountability to key stakeholders.

There is a culture of evaluative thinking, where data-based decision making is integrated into the organization's culture.

By submitting the completed *Childhood Bereavement Changemakers* Application, the organization agrees to contribute all investments, meet all requirements, and abide by all timelines outlined in the *Childhood Bereavement Changemaker* Request for Proposal.

Do you have questions about your application or application process? Email our *Childhood Bereavement Changemaker* staff at MariaB@judishouse.org and MaddyV@judishouse.org.

SOURCES

1. Adapted from Smith, C. (2017). *Evaluation Readiness Assessment*. Retrieved from <https://evaluationintoaction.com/evaluation-readiness-assessment/>