

## **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. *Changemakers* will become part of our extended alumni network that 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.

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 March 2025 – February 2026 *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 11:59 pm MST on Sunday, December 15, 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 during the initiative
- *Changemakers* are eligible for ongoing consultation at a discounted rate upon cohort completion
- Recognition as a valued *Changemaker* partner on the Judi's House/JAG Institute website and other public releases

## *Changemaker* Investment

- Staff Time/Resources
  - Based on previous *Changemakers'* experiences, your team can expect to spend 8-12 hours/month across the 12-month program
- Knowledge and information sharing, including contribution to repository of evaluation best practice tools and measures.
- 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 Institute 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 2025 NACG Symposium (if attending)
- 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:

- Four interactive workshops
  - **Module 1 Preparation:** Supports *Changemakers* 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 & Implementation:** Prepares *Changemakers* 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 Data Cleaning & Analysis:** Support ongoing data collection while setting up *Changemakers* for cleaning, quantitative and qualitative analysis, interpretation, and reporting
  - **Module 4 Utilization & Reflection:** Strengthens *Changemakers'* 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
- Evaluation workbook – resources and templates to support best practice program evaluation
- Four group evaluation assistance sessions alongside other *Changemakers*
- Monthly 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 Institute based on your organization's evaluation goal/questions and your specific program
- 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 certificate program, but *Changemakers* will have the opportunity to earn continuing education credits for counseling or social work.

## **CHILDHOOD BEREAVEMENT CHANGEMAKER TIMELINE**

### **Application/Selection**

November 1, 2024: *CBC* Initiative RFPs open

November 19, 2024, 3:00 pm ET: *CBC*/Grief Reach Q&A call with JH/JAG and NACG.

[Register here →](#)

December 10, 2024 at 2:00 pm ET: Final Questions call with JH/JAG and NACG. [Register here →](#)

December 15, 2024: *CBC* Initiative applications due

Mid-February, 2025: Selected *Changemakers* announced

March 2025 – February 2026: *Changemakers* participate in *CBC* Initiative

## CHILDHOOD BEREAVEMENT CHANGEMAKER 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, and contact information for the primary staff member who will participate in the initiative			
Address of the primary location where your organization provides services			

### SERVICE DETAILS

# of locations 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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## CBC-SPECIFIC QUESTIONS

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?	
How many total <b>children</b> did your organization serve last year?	
Age groups served by your organization last	0-4 years
	5-8 years
	9-13 years

year (check all that apply)	14-18 years
	19-25 years
	Families
Additional information about the populations/ subpopulations your organization serves that you would like to share:	

Please indicate what data you currently collect (check all that apply).	<input type="checkbox"/> Informed consent	<input type="checkbox"/> Demographics (age, gender, race, etc.)	<input type="checkbox"/> Income
	<input type="checkbox"/> Cause of death	<input type="checkbox"/> Attendance at the individual level	<input type="checkbox"/> Attendance at the group level
	<input type="checkbox"/> Pre-test impact	<input type="checkbox"/> Post-test impact	<input type="checkbox"/> Process
	<input type="checkbox"/> Satisfaction	<input type="checkbox"/> Other:	
Please indicate the current data storage system(s) you use (check all that apply).	<input type="checkbox"/> Excel	<input type="checkbox"/> SQL database	<input type="checkbox"/> Electronic Health Record (EHR) system
	<input type="checkbox"/> Customer Relations Management (CRM) system	<input type="checkbox"/> Other:	
Please indicate the digital conferencing and collaboration technologies you have experience using (check all that apply):	<input type="checkbox"/> Zoom	<input type="checkbox"/> Microsoft Teams	<input type="checkbox"/> Google Docs
	<input type="checkbox"/> Online Learning Software	<input type="checkbox"/> Other:	

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

## EVALUATION READINESS<sup>1</sup>

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 Changemaker* 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 the application process? Email our Childhood Bereavement changemaker staff at [MariaB@judishouse.org](mailto:MariaB@judishouse.org) and [MaddyS@judishouse.org](mailto:MaddyS@judishouse.org).

## SOURCES

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