**Food Policy Rapid Response Fund**

**Concept Note Form for Applicants**

**Key Considerations when filling out this Concept Note form:**

* **Concept Notes will only be accepted in English.**
* Please ensure all fields are complete and submit no later than **Monday, November 10th 2025 23:59 EST.**
* **All applications must be submitted via the following online platform**: [**HERE**](https://forms.office.com/r/K0ud0zet9y)
* Please note that the open-ended questions below have specified character limits that should not be exceeded.
* Concept Notes on the online platform cannot be saved to return to later, so please consider drafting your responses in this document before transferring them to the online platform.
* Make sure to click **SUBMIT** to ensure your Concept Note has been uploaded to the platform. If you have any technical difficulties or questions about the form, please contact healthyfoodpolicy@tobaccofreekids.org

**As a reminder, the Rapid Response Fund will only accept:**

* Applicant organizations that are either civil society organizations or other non-governmental and not-for-profit entities that are legally registered within their countries. Government entities and/or for-profit entities are **NOT** eligible.
* Applicant organizations based in low- or middle-income countries.
* Applicant organizations that can legally receive foreign funding.
* Concept Notes within scope of one of the five policy areas outlined in the Open Call.

**The Rapid Response Fund will NOT accept:**

* Applicant organizations from Barbados, Brazil, Colombia, Ghana, Jamaica, Kenya, Mexico, and South Africa.
* For applicant organizations from Ethiopia, Nigeria, India, Bangladesh, China, Philippines and Thailand **ONLY** project proposals focused on AREA 1 (Fiscal Policy) will be accepted.
* Applicant organizations that currently receive or have received funding within the last five years from any manufacturer or wholesaler of tobacco, or that received funding within the last three years from any manufacturer or wholesaler of ultra-processed foods, sweetened beverages, or from any entity that represents the interests of these industries.
* Applicants focused on research or policy evaluation.
* Applicants should note that grant funds **cannot** be used to support or oppose candidates for elected office.

**Concept Note Form for Applicants**

*Applications can only be accepted in English*

**Lead Applicant Organization Information** \*

|  |  |
| --- | --- |
| 1. Organization Legal Name
 |  |
| 1. Organization Type
 | ☐ Not-for-profit civil society organization☐ Other non-governmental and not-for-profit entity  |
| 1. Organizational Description
 | Please describe the mission and purpose of your organization and key areas of focus. ***(Please limit your response to 200 characters with spaces.)*** |
| 1. Mailing Address
 | Street Address 1Street Address 2CityState/ProvinceZip/Postal CodeCountry |
| 1. Primary Contact Name and Title
 | (First name, Surname, Job Title) |
| 1. Primary Contact Email Address (for all correspondence)
 |  |
| 1. Primary Contact Phone Number (including country code)
 |  |
| 1. Alternate Contact Name and Title
 | (First name, Surname, Job Title) |
| 1. Alternate Contact Email Address
 |  |
| 1. Organization Website (if applicable)
 |  |

**Confirmation of Basic Eligibility Requirements**

**Please confirm the following statements in this section with a 'YES' to confirm your organizational eligibility:**

**Please note if you are NOT able to confirm each of the statements in this section with a ‘YES’, your organization is NOT eligible to apply and the application will be terminated. Please look out for additional funding opportunities on the GHAI website.**

1. ☐The lead applicant organization (and/or co-applicant organizations, if relevant) is either a civil society organization, or other non-governmental and not-for-profit entity.\*

☐ Yes, I confirm this statement

☐ No, I do not confirm this statement **(\*Please note selecting this option indicates your organization(s) is NOT ELIGIBLE for this Open Call and your application will be terminated)**

1. ☐ The lead applicant organization is registered, certified and/or licensed with the relevant government entity in an eligible country.  *(Note: Please be aware that all applicant organizations will be asked to provide a copy of this registration, certification or licensure, as applicable, if invited to submit a full proposal.)* \*

☐ Yes, I confirm this statement

☐ No, I do not confirm this statement **(\*Please note selecting this option indicates your organization(s) is NOT ELIGIBLE for this Open Call and your application will be terminated)**

1. The lead applicant organization (and/or co-applicant organizations, if relevant) is based in a low- or middle-income country. \*

☐ Yes, I confirm this statement

☐ No, I do not confirm this statement **(\*Please note selecting this option indicates your organization(s) is NOT ELIGIBLE for this Open Call and your application will be terminated)**

1. I understand that applicant organizations from Barbados, Brazil, Colombia, Ghana, Jamaica, Kenya, Mexico, and South Africa are **NOT** eligible to apply in this Open Call and that applicant organizations from Ethiopia, Nigeria, India, Bangladesh, China, Philippines and Thailand may **ONLY** submit project proposals focused on Policy Area 1 (Fiscal Policies). \*

☐ Yes, I confirm this statement

☐ No, I do not confirm this statement **(\*Please note selecting this option indicates your organization(s) is NOT ELIGIBLE for this Open Call and your application will be terminated)**

1. The lead applicant organization (and/or co-applicant organizations, if relevant), has **NOT** received any funding within the last 5 years, from any company that manufactures, distributes, markets, or sells tobacco products, or that provides legal representation, public relations or lobbying services, or marketing assistance to any member of the tobacco industry. \*

☐ Yes, I confirm this statement

☐ No, I do not confirm this statement **(\*Please note selecting this option indicates your organization(s) is NOT ELIGIBLE for this Open Call and your application will be terminated)**

1. The lead applicant organization (and/or co-applicant organizations, if relevant), has **NOT** received any funding within the last 3 years from any manufacturer or wholesaler of ultra-processed foods, sweetened beverages, or from any entity that represents the interests of these industries. \*

☐ Yes, I confirm this statement

☐ No, I do not confirm this statement **(\*Please note selecting this option indicates your organization(s) is NOT ELIGIBLE for this Open Call and your application will be terminated)**

1. This Concept Note is not focused on research or policy evaluation.\*

☐ Yes, I confirm this statement

☐ No, I do not confirm this statement **(\*Please note selecting this option indicates your organization(s) is NOT ELIGIBLE for this Open Call and your application will be terminated)**

1. This Concept Note is within the scope of one of the five policy areas outlined in the Open Call (see below). \*

**AREA 1:** Fiscal policies that disincentivize the consumption of ultra-processed foods and/or sweetened beverages (for example excise taxes); AND/OR incentivize access to healthy foods and/or beverages (i.e. subsidies, ringfencing excise tax revenue for healthy food and beverage programs);

**AREA 2:** Front-of-package *warning* labeling (FOPWL);

**AREA 3:** Comprehensive restrictions on the marketing of sweetened beverages (SBs) and ultra-processed foods (UPFs);

**AREA 4:** Procurement and related policies that prohibit the sale and provision of ultra-processed foods and sweetened beverages in public institutions and environments, while ensuring offer of healthy foods and beverages--priority will be given to school settings but other public settings may be considered.

**AREA 5:** Government adoption of National Food Based Dietary Guidelines and/or a Nutrient-Profile Model that meets the most protective standards to discourage consumption of processed and ultra-processed products excessive in nutrients and ingredients of concern.

☐ Yes, I confirm this statement

☐ No, I do not confirm this statement **(\*Please note selecting this option indicates your organization(s) is NOT ELIGIBLE for this Open Call and your application will be terminated)**

***If you are not able to confirm each statement above (#11-18) with a ‘YES’, we regret to inform you that your organization is not eligible to apply. Please look for additional funding opportunities on the GHAI website.***

**Basic Project Information**

|  |  |
| --- | --- |
| 1. **Project Title:** \*
 |  |
| 1. **Country (where project will take place):** \*
 |  |
| 1. **Requested Funding Amount (in USD):** \*
 | *(Value must be a number)*Applicants may request up to USD $200,000. All funding requests must be accompanied by a strong justification for the proposed amount. |
| 1. **Project Duration (up to 12 months):** \*
 | *\_\_\_\_ months**(Value must be a number)* |
| 1. **Please provide the amount of your organization's most recent annual operating budget in USD.** \*
 | *(Value must be a number)* |

1. Has the organization (and/or co-applicant organizations, if relevant) ever received any funding through the Campaign for Tobacco-Free Kids, Tobacco-Free Kids Action Fund or the Global Health Advocacy Incubator? \*

Yes ☐ No ☐

1. Is the applicant organization (and/or co-applicant organizations, if relevant) currently a recipient(s) of funding from Bloomberg Philanthropies for a healthy food policy project? \*

 Yes ☐ No ☐

1. Is this a joint application? (We recommend a maximum of three co-applicants to minimize administrative burden on the primary applicant). Please note that joint applications must demonstrate the complementary roles of the different applicant organizations. \*

Yes ☐ No ☐

***Please ONLY complete this section below ‘Additional Organizational Information’ if you answered “yes” to the previous questions because you are submitting a joint application.***

**Additional Organizational Information** *(\*this section is for joint applications only)*

|  |
| --- |
| APPLICANT ORGANIZATION #2 |
| 1. Organization Legal Name
 |  |
| 1. Organization Type
 | ☐ Not-for-profit civil society organization☐ Other non-governmental and not-for-profit entity |
| 1. Organizational Description
 | Please describe the mission and purpose of your organization and key areas of focus. *(Please limit your response to 200 characters with spaces.)* |
| 1. Mailing Address
 | Street Address 1Street Address 2CityState/ProvinceZip/Postal CodeCountry |
| 1. Primary Contact Name and Title
 | (First name, Surname, Job Title) |
| 1. Primary Contact Email Address
 |  |
| 1. Primary Contact Phone Number (including country code)
 |  |
| 1. Organization Website (if applicable)
 |  |
| APPLICANT ORGANIZATION #3 |
| 1. Organization Legal Name
 |  |
| 1. Organization Type
 | ☐ Not-for-profit civil society organization☐ Other non-governmental and not-for-profit entity |
| 1. Organizational Description
 | Please describe the mission and purpose of your organization and key areas of focus. *(Please limit your response to 200 characters with spaces.)* |
| 1. Mailing Address
 | Street Address 1Street Address 2CityState/ProvinceZip/Postal CodeCountry |
| 1. Primary Contact Name and Title
 | (First name, Surname, Job Title) |
| 1. Primary Contact Email Address
 |  |
| 1. Primary Contact Phone Number (including country code)
 |  |
| 1. Organization Website (if applicable)
 |  |

|  |
| --- |
| APPLICANT ORGANIZATION #4 |
| 1. Organization Legal Name
 |  |
| 1. Organization Type
 | ☐ Not-for-profit civil society organization☐ Other non-governmental and not-for-profit entity |
| 1. Organizational Description
 | Please describe the mission and purpose of your organization and key areas of focus. *(Please limit your response to 200 characters with spaces.)* |
| 1. Mailing Address
 | Street Address 1Street Address 2CityState/ProvinceZip/Postal CodeCountry |
| 1. Primary Contact Name and Title
 | (First name, Surname, Job Title) |
| 1. Primary Contact Email Address
 |  |
| 1. Primary Contact Phone Number (including country code)
 |  |
| 1. Organization Website (if applicable)
 |  |

Please note *that in the online platform, if you are applying for a joint application, the numbers for the questions below will start at 51.*

**Project Goal & Justification**

1. Which of the five policy areas listed below is the **primary focus** of the Concept Note? *(Please select one option only from the list).* \*

☐ **AREA 1:** Fiscal policies that disincentivize the consumption of ultra-processed foods and/or sweetened beverages (for example excise taxes); AND/OR incentivize access to healthy foods and/or beverages (i.e. subsidies, ringfencing excise tax revenue for healthy food and beverage programs);

☐ **AREA 2:** Front-of-package *warning* labeling (FOPWL);

☐ **AREA 3:** Comprehensive restrictions on the marketing of sweetened beverages (SBs) and ultra-processed foods (UPFs);

☐ **AREA 4:** Procurement and related policies that prohibit the sale and provision of ultra-processed foods and sweetened beverages in public institutions and environments, while ensuring offer of healthy foods and beverages. Priority will be given to school settings but other public settings may be considered.

☐ **AREA 5:** Government adoption of National Food Based Dietary Guidelines and/or a Nutrient-Profile Model that meets the most protective standards to discourage consumption of processed and ultra-processed products excessive in nutrients and ingredients of concern.

1. Please state the **policy goal** of your project. (Please limit your response to 500 characters with spaces.)\*
2. Please state the primary objectives of the project. Please consider SMART objectives: Specific, Measurable, Achievable, Realistic, Timely. *(We recommend limiting primary objectives to a maximum of three.* ***Please limit your response to 1,000 characters with spaces.****)* \*
3. Your proposal should focus on one policy area primarily, but we recognize some projects may touch on a secondary policy area as well. If so, please indicate below. (Note a secondary focus is NOT required.)\*

☐ **No secondary focus**

☐ **AREA 1:** Fiscal policies that disincentivize the consumption of ultra-processed foods and/or sweetened beverages (for example excise taxes); AND/OR incentivize access to healthy foods and/or beverages (i.e. subsidies, ringfencing excise tax revenue for healthy food and beverage programs);

☐ **AREA 2:** Front-of-package *warning* labeling (FOPWL);

☐ **AREA 3:** Comprehensive restrictions on the marketing of sweetened beverages (SBs) and ultra-processed foods (UPFs);

☐ **AREA 4:** Procurement and related policies that prohibit the sale and provision of ultra-processed foods and sweetened beverages in public institutions and environments, while ensuring offer of healthy foods and beverages--priority will be given to school settings but other public settings may be considered.

☐ **AREA 5:** Government adoption of National Food Based Dietary Guidelines and/or Nutrient-Profile Model that meets the most protective standards to discourage consumption of processed and ultra-processed products excessive in nutrients and ingredients of concern.

1. Provide a clear **justification** for your proposed project, including:
* What is the rationale to carry out this project in this country at this time?
* What public health concern (overweight/obesity, NCDs, related public health and/or nutrition issues) will this project address?
* Why is this project relevant in your country context (i.e. economic, political, social, health and nutrition context)?
* Do you anticipate this project having any regional or global impact? If so, please describe.

***(Please limit your response to 1,500 characters, including spaces.)*** *\**

**Project Details**

1. What are the approaches/strategies you will be using in your project? (Please select at most three options) \*

|  |  |
| --- | --- |
| ☐ Advocacy☐ Capacity building ☐ Coalition building | ☐Legislative/regulatory drafting and adoption |
| ☐ Community mobilization☐ Education/awareness☐ Industry Monitoring  | ☐ Litigation ☐Communications and media advocacy (earned, paid, digital) |

1. Provide a brief description of each approach/strategy you will utilize to achieve the policy goal and objectives, followed by the key activities associated with each strategy. ***(Please limit your response to 2,000 characters with spaces.)*** \*
2. Describe the current **healthy food policy environment and the existing political will** to support the policy goal proposed in this Concept Note. *Please ensure your response includes the following.*
* Describe the level of political support for proposed policy goal, including degree of support from key champions (e.g., MOH, MOF), and current leadership (including stance on healthy food policies, political priorities).
* Support from the public for healthy food, nutrition and public health policies, more generally.
* Active opponents of the proposed policy including government and the public and private sectors.
* Existing healthy food laws and regulations and their relevance to achieving the proposed policy goal.

***(Please limit your response to 2,000 characters with spaces.)*** \*

1. Describe the **status of the policy** that is the focusof this Concept Note.
* Proposed policy’s current stage within the policy process (e.g., not yet written, written but not introduced, introduced in Parliament, has passed one Parliamentary chamber, etc.)
* Describe the policy pathway being pursued if known, i.e. legislative, regulatory, etc.
* Indicate next steps in the policy process and timeline.
* If Concept Note focuses on Policy Areas 1 to 4, please also confirm that the policy being pursued is **mandatory**. If Concept Note focuses on Policy Area 5 please confirm that project is seeking **government adoption** of National Food Based Dietary Guidelines and/or the Nutrient-Profile Model.

***(Please limit your response to 1,500 characters with spaces.)*** \*

1. Describe the **key aspects of the policy** that is being pursued in this Concept Note.
	* What are the key aspects and design of the policy?
	* Are the contents of the policy informed by scientific evidence and global best practices? Please justify your response, ideally including 1 to 2 references that informed your policy approach.
	* Does the policy design being proposed offer an improvement on current best practice policy design and/or serve to promote a visionary, bold and evidence-informed policy solution that enhances public health impact? If so, please describe.

***(Please limit your response to 1,500 characters with spaces.)*** \*

1. Discuss what **partners** you will be working with on this project, such as the following:
* Governmental (ministers, parliamentary members, other elected officials, regulatory officials)
* Non-governmental (CSOs, coalitions, alliances, medical associations, academia)
* Media (media houses, influencers, media outlets)
* Others

***(Please limit your response to 1,000 characters, including spaces.)*** \*

1. If this is a **joint application**, please describe at a high level how all the applicant organizations will work together, and the roles and key activities of each co-applicant organization. If applicable, provide evidence of how these organizations have worked together effectively in the past. *If this is not a joint application, please write N/A.* ***(Please limit your response to 1,500 characters, including spaces.)***
2. Please describe the lead organization’s experience and capacity in the following areas that demonstrate its capacity to successfully lead the proposed project. If multiple organizations are included in this application, please describe the key experiences of each applicant organization. The sharing of specific examples to demonstrate capacity is encouraged.
* Content area expertise (healthy food policy, nutrition, NCDs, general public health)
* Policy advocacy
* Community mobilization and stakeholder advocacy
* Communications (earned, digital, paid)
* Research for advocacy (translating data, polling)
* Legal and policy analysis (laws, regulations)
* Administrative and financial capacity including experience managing grants

***(Please limit your response to 2,000 characters including spaces.)*** \*

**END OF CONCEPT NOTE**

**IMPORTANT NOTES**

* All Concept Notes must be submitted no later than **Monday, November 10th 2025 23:59 EST** at the following online platform [HERE](https://forms.office.com/r/K0ud0zet9y)
* For general questions regarding the Rapid Response Fund Open Call, including the application process, please contact healthyfoodpolicy@tobaccofreekids.org

The **Global Health Advocacy Incubator** uses the power of advocacy to tackle critical public health challenges across the globe – including food and nutrition policy, injury and overdose prevention, and building resilient and equitable health systems.

We are an initiative of the **Campaign for Tobacco-Free Kids**, which is the leading advocacy organization working to reduce tobacco use and its deadly consequences in the United States and around the world.

**Our vision is a healthier and more equitable future for all.**