



Request for Proposal (RFP)

Toyota's Way Forward Fund Seeks Funding Recipients to Further the Mission of Improving Pediatric Traumatic Brain Injury (TBI) Care

Pediatric TBI is a leading cause of disability and death in children, with lifelong impacts on physical, cognitive, and emotional health.

Underserved communities face a significant funding gap in pediatric TBI care. Toyota Motor North America's Way Forward Fund (WFF) is dedicated to bridging this gap by supporting organizations that enhance care for children with TBI, their families, and caregivers.

OVERVIEW

Pediatric TBI poses a major public health concern, resulting in long-term disability, cognitive and behavioral impairments, and negative effects on families and caregivers.

WFF is inviting proposals from organizations working to improve care for pediatric TBI, families, caregivers, and communities, primarily in **Michigan** and **Texas**, with the potential for nationwide scalability. WFF intends to provide initial funding ranging from \$200,000 to \$1 million per program for initial grants for a total of \$6 million, with the potential of additional and incremental funding in the future based on outcomes. WFF aims to promote health equity, strengthen the recovery journey for children, families, and caregivers, and address funding gaps in pediatric TBI care.



Who Can Submit

All types of organizations (for profit and non-for-profit) are welcome to submit proposals.

Organizations outside of Michigan and Texas are encouraged to apply, provided the organization outlines a clear plan for initially focusing efforts within these states and demonstrates potential for nationwide scalability.

What We're Looking For

WFF is seeking proposals that demonstrate promise for long-term impact, sustainability, and continuity in the focus areas listed below. While organizations are encouraged to select one focus area due to each area's complexity, multiple areas may be contemplated by articulating how each one will be addressed, resolved, and how solutions may complement one another.

Our Focus Areas



Hub & Spoke Community-Based Healthcare Transformation

Implement hub and spoke models focusing on addressing challenges faced by communities with insufficient nearby trauma care, hospitals, or rehabilitation centers. The model could use local community centers, e.g., schools, churches, recreational centers, etc., to train community members on early recognition of pediatric TBI, effective prehospital interventions, and supporting successful school/life reintegration for children and teens impacted by TBI. The hub and spoke models must address communities in Michigan and/or Texas with low Social Determinants of Health (SDoH). We will prioritize communities that have a high proportion of diverse and underserved populations where individuals might have insufficient insurance coverage. Additionally, the models should aim to improve mental health outcomes for children and teens in these communities.



Digital Health Platform for Streamlined Post-TBI Care

Explore and implement patient and community-centered digital health platforms by using technological tools (e.g., phones, apps, web, telehealth, chatbots, media sharing, etc.) to streamline the post-hospital care, rehabilitation, and reintegration processes for children and teens impacted by TBI. The digital platform needs to consider that some underserved communities may lack the same level of access to technology as others. This digital platform empowers families, caregivers, school nurses, and community members in diverse and underserved areas (with low SDoH) with the necessary tools to independently care for their children and teens with TBI. The platform needs to address the challenges of privacy and accessibility, considering that key data needs to be shared between caregivers and healthcare professionals to ensure adequate care coverage for children while keeping it secure. Recipients should incorporate learnings from other digital platforms in healthcare and other industries to establish an effective and user-friendly platform for comprehensive post-hospital TBI care with a strong emphasis on data privacy.



Pediatric TBI Reporting and Predictive Analytics Dashboard

Develop and maintain a comprehensive dashboard for monitoring and analyzing the status and care of pediatric TBI nationwide. Use predictive analytics to generate valuable insights for healthcare providers and communities, enabling evidence-based decision making and targeted improvements in pediatric TBI care. Furthermore, ensure that this dashboard offers public awareness of hospitals and centers with high levels of pediatric readiness, making it accessible to both general audiences and emergency medical services (EMS) providers.

Evaluation Criteria

Proposals must address the following evaluation criteria:

Significance and Impact

Articulate how the proposed program will have a significant impact on advancing pediatric TBI care, including families, caregivers, and communities.

Equity and Disparities

Show a commitment to addressing health equity and disparities in TBI care, particularly in underserved communities.

Innovation

Describe how the program is innovative and distinct from existing pediatric TBI care programs in your community and/or nationwide.

Organizational Capacity

Describe the organizational structure and capacity to quickly support and scale the program, achieving tangible results within 12 to 18 months.

Sustainability

Demonstrate a plan for the program's long-term (5+ years) financial sustainability and continuity beyond initial funding.

Collaboration

Describe how the program will collaborate with other organizations, including hospitals, schools, and community-based organizations, to achieve its goals.

Please clearly articulate the goals of the program in your proposal as SMART goals (Specific, Measurable, Actionable, Realistic, Timely). Begin by identifying the current situation, and subsequently highlight the gap that exists between your intended goals upon completion of the program and the current state.

Submission Guidelines, Deadline, and Contact Information

GUIDELINES

Respondents are required to use the provided template in the appendix of this RFP to submit a proposal. We appreciate your cooperation in strictly adhering to the following guidelines:

Use the designated template provided in the appendix to structure and format your proposal. Ensure that all required sections are included and clearly addressed. Please use single-spaced text in Arial 11-point font.

Proposals must not exceed six pages in length. Be concise and focus your responses to effectively convey the necessary information within the specified limit. The six-page limit includes tables, images, and/or graphs.

If necessary, additional information or supporting documentation may be included in the appendix. However, the appendix should be used sparingly and only for essential information that complements and enhances the primary proposal.

Submission Guidelines, Deadline, and Contact Information

Continued

The use of the provided template and adherence to the page limit will help streamline the evaluation process and ensure fairness for all respondents.

DEADLINE

Proposals are due by **August 20, 2023**.

The selection of grantees is expected to be made by October 2023.

CONTACT

Please submit proposals to
WFF.proposals@toyota.com.

For any questions or clarifications regarding the RFP, please contact WFF.proposals@toyota.com.

Legal Disclaimer

If your proposal is selected for funding, your organization will need to enter into a separate agreement with Toyota Motor North America, Inc. which will outline the mutually agreed- upon budget, outcomes, timelines, and deliverables pertaining to the activities specified in the proposal.

We kindly request that you exercise caution and avoid submitting any confidential or proprietary information in your proposal. While care will be taken to maintain the confidentiality of submitted materials, we cannot guarantee the protection of sensitive information during the evaluation process.

APPENDIX

Template for responding to the RFP

Organization Name	
Address	
Contact Person	Email
Title	Phone

1 Executive Summary

Provide a brief overview of your organization, specifying whether it is for-profit or non-profit. Summarize the proposed program, highlighting key objectives, expected outcomes, and its significance in advancing pediatric TBI care. Mention if this is a new program you intend to launch or if this is the continuation of an existing program you are looking to scale.

2 Program Description

Provide a comprehensive description of the proposed program. Identify which focus areas from the given list in the RFP this program is addressing. While organizations are encouraged to select one focus area due to each area's complexity, multiple areas may be contemplated by articulating how each one will be addressed, resolved, and how solutions may complement one another. Clearly articulate the program's goals using the SMART format (Specific, Measurable, Actionable, Realistic, Timely). Start by defining the current situation and highlighting the gap between the intended goals upon completion of the program (ideal state) and the current state. Explain how the program will address these challenges and gaps in pediatric TBI care, and outline the activities, strategies, and resources that will be employed to achieve the desired goals.

3 Significance and Impact

Describe the program's impact on pediatric TBI care, including families, caregivers, and communities. Estimate the number of current and new children, families, and/or caregivers that will be impacted by your program, and the potential for transformative and sustainable change within the healthcare system and communities.

3 Significance and Impact *continued*

3.1 Impact Measurement Plan

Outline the proposed approach for measuring and evaluating the program's impact, addressing the assessment of its effectiveness and long-term sustainability. Provide a description of the ideal impact goals this plan would track, and the people involved in making it happen.

3.2 Equity and Disparities

Explain your organization's long-term commitment to addressing health equity and reducing disparities in TBI care, particularly in underserved communities. Describe how the program specifically targets these challenges, ensuring equitable access to care and resources for all children, families, and/or caregivers.

4 Innovation

Describe the program's innovation and distinctiveness compared to existing pediatric TBI care programs. Explain the limitations of current practices and the novelty of your approach, providing reasoning for its potential success.

5 Timeline

Present an overview of primary program activities at a strategic level. Propose an optimal timeline for implementation, specifying expected deliverables and completion dates. Identify key performance indicators (KPIs) to track progress and ensure program alignment.

5.1 Sustainability

Present a plan for the program's long-term (5+ years) sustainability beyond initial funding period. Describe how the program will create lasting change and community transformation. Outline strategies for building partnerships and engaging stakeholders to ensure ongoing support and collaboration.

6 Organizational Capacity

Demonstrate your organization's current and future capacity to support and scale the proposed program and achieving tangible results within a 12 to 18 month timeframe. Provide information about your organization's structure, relevant experience, and qualifications in pediatric TBI care. Highlight key personnel involved in program implementation, their expertise, and their intended time commitment to the program. Explain the plan for reporting progress to ensure transparency and accountability.

6.1 Collaboration

Detail how the program will collaborate with relevant organizations, such as hospitals, schools, and community-based organizations. Describe established or planned partnerships to achieve program goals. Highlight synergies and shared outcomes achievable through collaboration. Describe how you will resolve challenges associated with sharing data with your partners.

7 Budget

Provide a high-level budget overview for the program, including funds allocated for activities, resources, and personnel. Ensure the budget aligns with the funding range specified in the RFP. You can use the table below to represent a high-level budget overview. If necessary, you may include additional details or subcategories in an Appendix.

Category	Amount
Personnel	
Program Activities	
Resource and Equipment	
Evaluation and Reporting	
Administration, Overhead, Travel	
Contingency	
Total	

Definition of Terms

The following terms and phrases, as used in this Request for Proposal (RFP) regarding pediatric traumatic brain injury care, are defined for clarity and understanding:

Underserved communities

Communities that have limited access to healthcare services, resources, and support systems due to socioeconomic factors, geographic location, or systemic inequalities. In the context of this RFP, it specifically pertains to communities that lack sufficient funding and resources for pediatric traumatic brain injury care.

Low SDoH

refers to communities with disadvantaged Social Determinants of Health (SDoH), such as limited access to quality healthcare, education, employment opportunities, housing, transportation, and social support networks. There is no specific threshold provided by the RFP to quantify “low”, but respondents are expected to identify and discuss why the target community can be considered as low SDoH.

Diverse populations

Populations that encompass a wide range of demographic characteristics, including but not limited to race, ethnicity, culture, language, socioeconomic status, and geographical location. In the context of this RFP, it pertains to populations with diverse backgrounds and experiences related to pediatric traumatic brain injury.

Significant impact

The extent of the effect or influence that a proposed program or initiative is expected to have on advancing pediatric traumatic brain injury care, including its impact on children, families, caregivers, and communities. The evaluation criteria emphasize the importance of demonstrating how the proposed program will create meaningful and substantial changes in the field of pediatric TBI.

Tangible results

Measurable outcomes and achievements that can be observed, quantified, or assessed. In the context of the evaluation criteria, it emphasizes the need for the proposed program to achieve concrete and observable results within a specific timeframe.

Goal

A specific objective or target that a program or initiative aims to achieve. In the context of this RFP, goals refer to the intended outcomes and milestones that the proposed program aims to accomplish. They are expected to be stated using the SMART criteria (Specific, Measurable, Actionable, Realistic, Timely).

Transformative and sustainable change

Describes the desired characteristics of the proposed programs or initiatives. “Transformative” refers to the ability to bring about significant and positive changes in pediatric traumatic brain injury care, while “sustainable” emphasizes the need for the programs to be viable and enduring over the long term, even beyond the funding provided by the Toyota Way Forward Fund (WFF).

Health equity

The concept of fairness and justice in health, where all individuals have equal opportunities to attain their highest level of health. In the context of this RFP, it emphasizes the importance of addressing and reducing health disparities related to pediatric traumatic brain injury care, particularly in underserved communities, and ensuring equitable access to resources and support.

Definition of Terms *Continued*

Reducing disparities

The objective of narrowing or eliminating the gaps and inequalities that exist in pediatric traumatic brain injury care, particularly in underserved communities. It highlights the need to address disparities in access, quality, outcomes, and resources to ensure equitable care for all individuals, regardless of their socioeconomic or demographic backgrounds.

Novelty and innovation

“Novelty” refers to the quality of being new, original, or unique, while “innovation” refers to the introduction and implementation of new ideas, methods, processes, or technologies. In the context of this RFP, both terms emphasize the need for proposed programs to bring fresh perspectives, creative solutions, and pioneering approaches to pediatric traumatic brain injury care.

Frequently Asked Questions (FAQs)

Does the Way Forward Fund have a policy on indirect costs?

The budget for the awarded projects includes funds allocated for activities, resources, and personnel. The Fund's policy is to provide an indirect cost recovery of 10% of all awards.

Is the Way Forward Fund a non-profit/not-for-profit organization?

While the purpose of the Fund is not-for-profit, program funds are awarded by Toyota Motor North America, Inc., a for-profit entity.

What types of organizations are eligible to apply? Is funding limited to organizations in Texas and Michigan?

All organizations, for-profit and non-profit, are welcome to submit proposals. While organizations from outside Michigan and Texas can apply, proposals should outline a clear plan for initially focusing efforts within these states and demonstrate potential for nationwide scalability.

Can an applicant pursue multiple focus areas?

Although applicants are encouraged to choose one focus area due to complexity, it is possible to consider multiple areas by articulating how each will be addressed, resolved, and how the solutions may complement one another.