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## Consumer Products Fund – Request for Proposals 2024

### About the Consumer Products Fund

The *Rose Foundation's Consumer Products Fund* was created to help consumers understand product labeling, marketing, advertising, warranties, and performance claims for consumer electronics; the potential personal and environmental health impacts of product ingredients; and to promote truth-in-advertising as well as truth-in-labeling with required warnings and disclosures. Over the past several years, this fund has supported projects that promote accuracy in marketing and labeling, and consumer understanding regarding product ingredients and performance to protect people's rights, health, and safety. This opportunity is enabled by a cy pres award from the *Shamrell, et al. v. Apple Inc.* class action settlement related to marketing claims and product performance, and it will be conducted in accordance with the requirements set by the settlement.

### Key Information:

- The 2024 grants opportunity seeks proposals that advance consumer education or consumer rights in the **State of California**. Projects with a focus related to consumer products or consumer technology are especially encouraged.
- National projects will only be considered if they clearly articulate **a specific benefit to Californians**. Projects with mere tangential benefits to Californians will likely not be considered even if they may be worthwhile projects, i.e. a campaign for a federal health assessment of the bisphenol class of chemicals.
- Applications are due **October 18, 2024 at 6pm Pacific Time** and must be submitted via Rose Foundation's online application system at <http://www.rosefdn.org/onlineapplication>
- The maximum allowable grant request for the 2024 grants opportunity is **\$150,000**. There will be additional grants opportunities after this opening grant round.
- Multi-year projects are allowed. See below in the "Application Process" section for details.
- Applicants are encouraged to seek funding for projects starting February 1, 2025, or later.
- Award and decline notifications will be sent out in January 2025.
- **Read the entire RFP below for full details regarding this grant application opportunity.**

### Eligibility Criteria

Applicant must meet all the following criteria in order to qualify for this fund:

- **Applicants must demonstrate expertise in consumer rights or consumer education, especially related to consumer products or consumer technology.**



- The applicant must be a 501(c)(3) nonprofit or be fiscally sponsored by a 501(c)(3) nonprofit. Nonprofit colleges, universities, university clinics and graduate programs are eligible to apply, but university overhead is limited to 5% of grant award.
- An applicant's principal place of business must be within the United States

## Scope of Allowable Projects and Prohibited Activities

1. **Proposals must primarily support and enhance consumer rights or consumer education, and projects that focus on consumer products or consumer technology are especially encouraged.**
2. Only proposals designed to **advance consumer rights or consumer education in the State of California** are eligible for funding. However, proposals seeking general support, or which are conducted nationally or across multiple states are also eligible if the applicant can clearly articulate *how the project specifically benefits Californians*. Projects with mere tangential benefits to Californians will likely not be considered even if they may be worthwhile projects, i.e. a campaign for a federal health assessment of the bisphenol class of chemicals.
3. **Eligible proposals may include, but are not limited to, the following issues or focus areas:**
  - **Educating consumers about any consumer rights in California.** However, projects focused on rights under warranty or other consumer products issues will be given priority, including exercising rights around product performance, making claims under warranty, or education surrounding product advertising and marketing claims.
    - Educational projects are encouraged to **focus on specific goals and/or sectors** of the general public and should **articulate at least some level of immediate outcomes** which are achievable within the grant period.
    - Projects which create educational materials (guides, videos, worksheets, websites, etc.) should clearly state the existing need for the resource, why it is not duplicative of existing resources, why you think your resource would be effective, and a plan to distribute the resource to its intended audience.
  - **Law clinics or classes** which train law students in consumer rights issues.
  - **Promotion of best practices** in transparency and accuracy related to marketing and performance claims of consumer products.
  - Policy and/or regulatory development and implementation, including related **research**. However, **proposals must articulate an action component** describing how any research activities will be used to advance protections and improvements around consumer products.
  - General support for organizations that are primarily or wholly dedicated to advancing consumer product rights or consumer education in California.



### **Priority Projects**

It is expected that the selection process will be competitive. Therefore, proposals that include one or more of the following have a greater chance of being selected for funding:

- Proposals which specifically serve vulnerable or underserved populations including low-income communities, people of color, students, seniors, veterans, immigrants, and non-English speakers conducted by organizations that have a demonstrated track record of working with these communities.
- Applicants who can clearly define their desired outcomes and express quantitative and qualitative metrics that will measure progress made towards those outcomes during the grant period – in other words, proposals with clear project goals, clear metrics to measure progress, and a clear and specific workplan.
- Proposals which have the potential to impact significant numbers of people.
- Proposals designed to affect long-term consumer behavior or ongoing educational activities that may continue beyond the grant period.

### **Prohibited Activities**

Applicants may not use this grant funding to engage in the following activities:

- Electioneering or other political or religious activities prohibited by IRS 501(c)(3) regulations.
- Activities primarily targeted or conducted outside of the United States.
- Litigation related activities are prohibited with these funds.

## **Application Process**

Applicants must apply via the Rose Foundation's online grant application portal. It is anticipated that the application process will be highly competitive. Projects are generally 12-month grant periods, however, multi-year proposals are encouraged where appropriate.

You must register your organization with our online grants system to submit an application (if you have previously applied for a grant from Rose Foundation, you may use your existing log-in information). **No application materials will be accepted by email, fax, or any other means besides the online system.** To register, you will need the organization's name, tax ID number, website, address, telephone number, email address, mailing address, contact person's name, and position. Your email address will be your logon ID and you will set up a password. Visit our online grants system here to get started: <https://rosefdn.org/onlineapplication>.

Once you log in to the online system, click "Apply" near the top left of your screen. Scroll to the heading "Consumer Products Fund Fall 2024". Click "Apply" on the right side of your screen to get to the application. In the application, you will have the opportunity to write a detailed description of your proposed project or general support request, including importance and relevance of the project, workplan, outcomes and evaluation methods, staff and board lists, references, full financial



information (including project budget, organizational budget, income and expense statement, and organizational contributors), as well as other information.

## **For Further Information**

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