Pioneering Ideas: Exploring the Future to Build a Culture of Health Call for Proposals

Applicant Organization *

ⓘ Instruction:

Provide the following information about the applicant organization. Include the formal legal name of the organization that, if awarded, will receive grant funds. *If more than one organization intends to apply for funding, please provide information for only one organization at this time.*

Note: If the Applicant Organization is a college or university, include the appropriate School, Department or Unit.

You may use the "Select organization information" link below to facilitate the entry of data required below. If the information already exists in the GuideStar Exchange or from prior activity with RWJF, the fields below will become prepopulated with the required data. If that occurs, please be sure to proofread the prepopulated information to ensure that it is accurate and current. Feel free to edit as needed. Use this link to learn more about this feature. If, instead, you prefer to manually enter all the required information below, you may do so.

* Indicates required

Applicant Organization*

School/Department/Unit

Address*

Address (line 2)

City*

State / Territory*

Zip + 4-digit extension*

SAMPLE - PAGE 1 OF 9
- not intended for submission -

Main Phone Number*

Web site

SAMPLE - PAGE 2 OF 9
- not intended for submission -

Pioneering Ideas: Exploring the Future to Build a Culture of Health Call for Proposals

Project Director *

ⓘ Instruction:

- To save your partially completed page, scroll to the bottom of this page and select "Save, continue editing" or "Save, return home".
- If the Project Director's organization is a college or university, include the appropriate School, Department or Unit.

You may use the "Select contact information" link below to facilitate the entry of data required below. If the information already exists in the GuideStar Exchange or from prior activity with RWJF, the fields below will become prepopulated with the required data. If that occurs, please be sure to proofread the prepopulated information to ensure that it is accurate and current. Feel free to edit as needed. Use this link to learn more about this feature. If, instead, you prefer to manually enter all the required information below, you may do so.

Project Director *

This is the person with the responsibility for overseeing the project. This person will be the primary recipient of all key Foundation correspondence: copy of award notice, post-award financial and monitoring, and grant closure.

* Indicates required

Email *

Confirm Email *

Prefix

First Name *

Middle Name

Last Name *

SAMPLE - PAGE 3 OF 9
- not intended for submission -

Suffix

Degree(s)

Organization *

Position *

School/Department/Unit

Address *

Address (line 2)

City *

County *

Country *

State / Territory *

Zip or Postal Code *

Office Phone Number *

Phone Extn

SAMPLE - PAGE 4 OF 9
- not intended for submission -

Cell Phone Number

SAMPLE - PAGE 5 OF 9
- not intended for submission -

Pioneering Ideas: Exploring the Future to Build a Culture of Health Call for Proposals

Project Title and Summary

ⓘ Instruction:

The Robert Wood Johnson Foundation seeks to discover, explore, and learn from innovative ideas and explore emerging cultural, scientific, technological, environmental, economical and health trends that can help to build a Culture of Health in the United States. We seek cutting-edge thinking for how we can understand and influence future trends to ensure health equity for all.

To help us decide whether your project is a fit for this funding opportunity, we'd like you to describe your proposed work in a way that we can quickly understand your goal, how it is pioneering, and how you plan to achieve it.

Note: Completing the Project Title and Project Summary is mandatory for our review. Please do **not** embed links to additional resources or include any attachments at this phase of the proposal process, as we will **not** review them.

Project Title: Use the title section below to tell us succinctly what the project is intended to accomplish. Do not use abbreviations, acronyms, or names. Create a title that frames the work.

(Maximum of 150 characters)

---

* Indicates required

Title *

Requested Amount $ *

Duration *

months

Project Summary *

Please use the Project Summary to describe your proposed project in your own words. Use this section to ensure that we understand how your project relates to the Selection Criteria in the Pioneering Ideas: Exploring the Future to Build a Culture of Health Call for Proposals (CFP). Projects that are a fit for this CFP offer a new take or perspective on a long-running, perplexing problem; challenge assumptions or cultural practices; take an existing idea and give it a new spin or novel application; apply ideas from other fields; or which explore how an emerging trend will shape the future.

For guidance, consider the following:

- Start with a question that your work seeks to address;

SAMPLE - PAGE 6 OF 9
- not intended for submission -

- Tell us how your proposed project will help to understand or advance health equity;
- Tell us how the voice or perspective of the population this project seeks to work with will be reflected in the design and decision-making of the proposed work;
- Tell us how your insights will help anticipate, adapt to, and influence the future in 5-15 years;
- Describe the target for your work, and key groups and/or policies your project would seek to influence;
- State any hypotheses or assumptions that undergird your work;
- Give us a clear idea of the activities grant funding would support and how they will be achieved; and
- Tell us about any non-RWJF funding you anticipate.

(Maximum of 7500 characters)

SAMPLE - PAGE 7 OF 9
- not intended for submission -

Pioneering Ideas: Exploring the Future to Build a Culture of Health Call for Proposals

Additional Questions*

ⓘ Instruction:

As appropriate, provide responses to the following questions.

* Indicates required

1. Have you applied for RWJF funding in the past?*

- ○ Yes
- ○ No

2. Have you applied for RWJF funding through the Pioneering Ideas funding opportunity in the past?*

- ○ Yes
- ○ No

3. Which of the following BEST describes your organization?*

- ○ Government entity
- ○ Academic Institution
- ○ Not-for-profit that is tax exempt under IRC Section 501(c)(3)
- ○ Not-for-profit that is tax exempt under IRC Section 501(c)(4)
- ○ For-profit entity
- ○ Private foundation
- ○ Type III supporting organization
- ○ Other (please specify)

4. How did you hear about the Pioneering Ideas: Exploring the Future to Build a Culture of Health funding opportunity?*

Select all that apply.

- ☐ Conference
- ☐ Email
- ☐ Social media
- ☐ RWJF Website
- ☐ Word of mouth
- ☐ Other (please specify below)

SAMPLE - PAGE 8 OF 9
- not intended for submission -

Pioneering Ideas: Exploring the Future to Build a Culture of Health Call for Proposals

Budget *

* Indicates required

ⓘ Instruction:

An important component of your proposal is the preparation of an initial budget. Please complete every field using your best judgment when projecting program expenses.

Definitions

- **Personnel**
- **Other Direct Costs**
- **Consultants/Contractors**
- **Indirect Costs**

Requested Budget

	Amount
Personnel	
Other Direct Costs	
Consultants/Contractors	
Indirect Costs	
Total	

SAMPLE - PAGE 9 OF 9
- not intended for submission -