RWJF Culture of Health Prize 2024 Call for Applications

Identify Your Community*

ⓘ Instruction:

The RWJF Culture of Health Prize honors the work of communities that bring health equity to life by addressing systematic inequities. First and foremost, the Prize recognizes diverse, cross-sector partnerships that center people who are most impacted by local or regional health inequities and the opportunities they see to improve health and wellbeing. Some examples are economic opportunity, housing justice, healthcare access, criminal legal reform, or many other topics. The Prize is awarded to either whole cities, towns, tribes, reservations, or counties. Eligible applicants must represent one of the following:

- City, town, village, borough, or other municipality with a publicly elected governing body
- County or parish
- Federally recognized tribe or a state-designated American Indian reservation or other indigenous communities
- Native Hawaiian organization serving and representing the interests of Native Hawaiians or other Pacific Islanders in Hawaii
- Region, defined as geographically contiguous municipalities, counties, and/or reservations
- Community within the territories administered by the United States (America Samoa, Guam, Northern Mariana Island, Puerto Rico, and the U.S. Virgin Islands).

Partnerships within communities is at the heart of the Prize. To be eligible, applicants should represent multiple unique organizations whose partnership predates the Prize application.

To be eligible for the Prize, applications must designate a local U.S. government entity or tax-exempt 501(c)3 public charity operating within the community to accept the $250,000 Prize on the community's behalf should it win. Community partners can decide together how to use the unrestricted funds to benefit the community; budget reports on Prize expenditures are not required.

If you have any questions about eligibility, please contact the Prize program at the contact information below well before the application deadline.

* Indicates required

1. Community name:*

2. Community state or states:*

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3. Has your community received the RWJF Culture of Health Prize in the past?*
If you answer "yes," then your community is not eligible for this Prize.

◯ Yes ◯ No

4. The application must include the work of multiple partners that have been working together prior to submitting the application?*
Check all that apply:

☐ Nonprofit community-based organizations
☐ Businesses
☐ Community development organizations
☐ Government agencies or departments
☐ Community coalitions
☐ Other, please specify
☐ Faith-based organizations
☐ Grassroots and advocacy organizations
☐ Hospital or healthcare organizations
☐ Local and regional foundations
☐ Schools, colleges, and universities

5. Choose one of the following categories to indicate the type of community you represent*
◯ Whole city, town, village, borough, or other municipality with a publicly elected governing body
◯ County or parish
◯ Federally recognized tribal nations, state-designated American Indian reservation or other indigenous communities
◯ Native Hawaiian organization serving and representing the interests of Native Hawaiians or other Pacific Islanders in Hawaii
◯ Community within the territories administered by the United States (American Samoa, Guam, Northern Mariana Islands, Puerto Rico, and the U.S. Virgin Islands
◯ Region, defined as geographically contiguous municipalities, counties, and/or reservations

6. If you chose region, define your region, including a specific list of any counties, municipalities, reservations/territories and/or other area that your region encompasses.

7. Indicate the county or counties where your community is geographically located.*

8. Is your community predominantly urban, rural, or suburban?*
◯ Urban
◯ Rural
◯ Suburban
◯ Other

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9. Describe the income level of the majority of residents that benefit from the efforts described in your Prize application.*

10. Does the work highlighted in this application explicitly focus any of the following?*
Please check all that apply:

☐ Dismantling structural racism, serving BIPOC communities, and/or advancing racial equity.
☐ Dismantling structural sexism, serving female (cisgender or transgender) or gender non-conforming communities, and/or advancing equity.
☐ Dismantling structural ableism, serving people with disabilities, and/or advancing equity for people with disabilities.
☐ Dismantling structural heterosexism, serving LGBTQIA+ people, and/or advancing equity for LGBTQIA+ people.
☐ None of the above or don't know.
☐ Other structural inequity or equity-based service (specify)

11. Are the residents that benefit from the efforts described in our Prize application predominantly Latino/a/x or Hispanic origin, such as Mexican or Mexican American, Puerto Rican, Cuban, Salvadoran, Dominican, or Colombian?*
○ Yes
○ No
○ Don't know

12. Please indicate the primary race(s) and subgroup(s) of the residents that benefit from efforts described in your Prize application...*
Check all that apply

☐ Middle Eastern or North African, such as Lebanese, Iranian, Egyptian, Syrian, Moroccan, Algerian
☐ Black or African American
☐ Asian or Asian American
☐ Native American or Alaska Native
☐ Native Hawaiian or Pacific Islander
☐ White or Caucasian (Not Middle Eastern or North African)
☐ Some other race
☐ Don't know (if you select don't know, then skip to question 20)

13. If selected Black or African American in question 14, check all that apply.
Skip this question if you did not choose Black or African American in question 14.

☐ African American
☐ Afro-Caribbean such as Jamaica, Haitian, Dominican Republic, Trinidad or Tobago
☐ Sub-Saharan African such as Nigerian, Ethiopian, Somali

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14. If selected Asian or Asian American in question 14, check all that apply.
Skip this question if you did not choose Asian or Asian American in question 14.

☐ East Asian such as Chinese, Japanese, Korean, Taiwanese, Mongolian, Okinawan
☐ Southeast Asian such as Burmese, Cambodian, Hmong, Indonesian, Laotian, Malaysian, Thai
☐ Filipino or Vietnamese
☐ South Asian such as Asian Indian, Bangladeshi, Bhutanese, Nepalese, Pakistani, Sri Lankan

15. If selected Native American or Alaska Native in question 14, specify Tribal enrollment.
Skip this question if you did not select Native American or Alaska Native in question 14.

16. If selected Native Hawaiian or Pacific Islander in question 14, check all that apply.
Skip this question if you did not choose Native Hawaiian or Pacific Islander in question 14.

☐ Melanesian such as Fijian, Melanesian, Papua New Guinean, Solomon Islander, Ni-Vanuatu
☐ Micronesian such as Chamorro, Marshallese, Mariana Islander, Palauan, Carolinian, Kosraean, Pohnpeian, Saipanese, I-Kiribati, Chuukese, Yapese
☐ Polynesian such as Native Hawaiian, Samoan, tongan, Tahitian, Tokelauan

17. If selected other race in question 14, please specify.
Skip this question if you did not choose some other race in question 14.

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Key Contacts for Communication *

ⓘ Instruction:

Please provide information for **two contact people** for your application, representing two different organizations or entities to demonstrate a collaborative application. **Both contact people will receive and be the primary point for future communications and updates regarding the status of your application.**

Applicant Contact 1 *

* Indicates required

Email *

Confirm Email *

First Name *

Last Name *

Suffix

Organization Name *

Position/Title *

Address *

Address (line 2)

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City *

State / Territory *

Zip / Postal Code *

Phone Number *

Extension

Applicant Contact 2 *

* Indicates required

Email *

Confirm Email *

First Name *

Last Name *

Suffix

Organization Name *

Position/Title *

Address *

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Address (line 2)

City *

State /Territory *

Zip / Postal Code *

Phone Number *

Extension

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Tax Verification for Prize Recipient *

ⓘ Instruction:

Prize Recipient Organization. In this section, please provide the requested information about the Prize recipient organization to verify its eligibility to receive the Prize funds, should your community be selected as an RWJF Culture of Health Prize winner. **Include the formal legal name of the organization that, if awarded, will receive prize funds.**

* Indicates required

Organization*

Address*

Address (line 2)

City*

State / Territory*

Zip Code + 4-digit extension*

Phone Number*

Tax Verification

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To be eligible, the Prize recipient organization must be a local U.S. governmental entity, including but not limited to, state universities, or a tax-exempt entity under section 501(c)(3) of the Internal Revenue Code (the "Code") and classified as other than a private foundation or Type III supporting organization under section 509 of the Code.

1. Applicant Organization Tax ID (Employer ID Number)

2. Is the applicant organization any of the following: tax-exempt under section 501(c)(3) of the Internal Revenue Code, a state university, or a governmental entity?
   ◯ Yes ◯ No

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Demographics

ⓘ Instruction:

Robert Wood Johnson Foundation (RWJF) is working to develop a Culture of Health rooted in equity that provides every individual with a fair and just opportunity to thrive. That is why RWJF focuses on dismantling the many forms of discrimination that impact health and well being, including structural racism, ableism, sexism, and prejudice based on sexual orientation, especially for individuals and communities that have historically been under-invested in and marginalized.

Please provide the information requested below to the best of your ability. We encourage you to use the narrative answer fields below to provide more information about your efforts to advance equity, diversity, and inclusion within the applicant organization. Please answer the questions about the organization as a whole where the project is based, except:

- For fiscally sponsored projects, please provide information on the sponsored project, NOT the fiscal sponsor.
- For projects within a university setting, please provide information about the department/ school where the project is based, not the university as a whole.

Use of Data: This data will help RWJF better understand the demographic profiles of applicant organizations. The data collected from questions 1 through 7 will be aggregated and not used to make funding decisions. This data will allow RWJF to:

- Track the flow of our resources to communities that have been historically marginalized and under invested in.
- Understand changes in applicant and grantee profiles and resource flows over time to inform RWJF's ongoing efforts to build a Culture of Health.
- Share the data collected from applicant and grantee organizations in aggregated form internally and externally. Such public reporting on RWJF's website or other places will not include the identification of individual organizations.

* Indicates required

7. We encourage you to use the narrative answer field below to provide more information about your efforts to advance equity, diversity, and inclusion within the applicant organization or fiscally sponsored project. *

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8. Equity Focus*
Please check all that apply to the applicant organization or to the fiscally sponsored project.

- ☐ Project and/or initiative proposed for funding has engagement of people with lived experience(s) from historically marginalized communities.
- ☐ Project and/or initiative proposed for funding addresses advocacy, community organizing, and civic engagement that supports power building with impacted historically marginalized communities.
- ☐ Applicant organization or fiscally sponsored project is implementing equity, diversity, and inclusion initiatives focusing on historically marginalized groups and navigating organizational transition for greater equity in programming and operations.
- ☐ Applicant organization or fiscally sponsored project is building an inclusive, equitable workplace culture by building awareness of difference, practicing inclusion, and/or combatting bias.
- ☐ Applicant organization actively employs decision-making processes that reflect and engage people with lived experiences from historically marginalized communities.
- ☐ None of the above or don't know.

9. Does the applicant organization's mission explicitly focus any of the following?*
Please check all that apply to the applicant organization or to the fiscally sponsored project.

- ☐ Dismantling structural racism, serving BIPOC communities, and/or advancing racial equity.
- ☐ Dismantling structural sexism, serving female (cisgender or transgender) or gender non-conforming communities, and/or advancing equity.
- ☐ Dismantling structural ableism, serving people with disabilities, and/or advancing equity for people with disabilities.
- ☐ Dismantling structural heterosexism, serving LGBTQIA+ people, and/or advancing equity for LGBTQIA+ people.
- ☐ None of the above or don't know.
- ☐ Other structural inequity or equity-based service (specify).

10. Geographic Area Served by the Proposed Project*
Please check all the regions that the project or initiative proposed for funding will serve.

- ☐ New England (Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, and Vermont)
- ☐ Mid-Atlantic (New York, Pennsylvania)
- ☐ New Jersey
- ☐ South Atlantic (Delaware, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, Washington, DC, and West Virginia)
- ☐ North Central (Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, and Wisconsin)
- ☐ South Central (Alabama, Arkansas, Kentucky, Louisiana, Mississippi, Oklahoma, Tennessee, and Texas)
- ☐ Mountain (Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, and Wyoming)
- ☐ Pacific (Alaska, California, Hawaii, Oregon, and Washington)
- ☐ U.S. Territories
- ☐ Non-U.S.

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Financial Information Questions*

ⓘ Instruction:

The questions in this section help us learn about the organization that would receive the Prize award on behalf of your community. As a note, your community application is only assessed based on this selection criteria. If your community is selected as a winner, our Finance team will work with you to ensure that an organization in your community receives the Prize award.

* Indicates required

1. Is the applicant organization serving as the fiscal sponsor to this project or program? *
If yes, you may be asked to provide a letter confirming the applicant's role as a fiscal sponsor. A fiscal sponsor is a nonprofit organization that has agreed to provide administrative services and oversight to, and assume some or all of the legal and financial responsibility for, the activities of another organization, group, or individual engaged in a project or program.

- ◯ Yes
- ◯ No

2. Which best describes the organization that would receive the Prize funds on behalf of the community*

- ◯ 501(c)(3) University, College or School
- ◯ 501(c)(3) Hospital or Health System
- ◯ 501(c)(3) Other Public Charity
- ◯ 501(c)(3) Private Foundation
- ◯ Tax-Exempt Organization Described in 501 other than 501(c)(3) (e.g. 501(c)(4) or (501(c)(6))
- ◯ Government Entity (non-Tribal)
- ◯ Government Entity (Tribal)
- ◯ Other Tribal Entity
- ◯ For-Profit Entity (Corporation, Partnership or LLC)
- ◯ Other

3. Was the organization formed in the last two years?*

- ◯ No
- ◯ Yes

4. Select "Yes" if EITHER of the following is true:*

- This would be the organization's first direct grant or contract from RWJF, OR
- The organization's last RWJF grant or contract was awarded more than five years ago (If unsure, you can check the RWJF grants database online.)

- ◯ No
- ◯ Yes

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5. Has the organization experienced a merger, division, or other substantive reorganization in the past 12 months, or, to the best of your knowledge, is the organization planning a substantive organizational change (including dissolution) in the next 12 months?*

- ◯ No
- ◯ Yes

6. What is the organization's annual operating budget for the current fiscal year?*

$

7. What is the organization's annual operating budget for the next fiscal year?*
Provide an estimate if necessary.

$

8. Would the Prize award be more than 20% of your operating budget?*
Please include potential funding under this proposal and any other active grants, subgrants, or contracts.

- ◯ No
- ◯ Yes

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Section I Community Context

ⓘ Instruction:

Please chose to submit either an essay or a video application. Not both.

Applicants have the option of submitting either a written response or video to answer a set of questions that will provide reviewers with an understanding of your community as well as the drivers and catalysts for change. A full description of the question can be found in the Instructions for Community Applicants.

Written and video submissions will be evaluated solely on their content and not the quality of the presentation.

If you choose to submit a written response, your submission should be single-spaced, 11-point in Times New Roman and limited to one page. Select the "Troubleshooting Tips" link located in the "Resources" section on the left and click on the File Formats if you have trouble.

If you choose to submit a video it should be 5 minutes or less. To submit your video, please copy and paste the URL in the appropriate box below. For additional instructions on creating your video, see Instructions for Community Applicants.

When you have completed this page, select the "Save, section finished" button at the bottom of the page. Once all sections of your application are complete, you may "Submit" from the Home page. All uploaded documents may be updated and replaced until you submit your application.

* Indicates required

1. Are you submitting an essay or a video? *
Check one

- ◯ Essay - if you are submitting a written submission go to "Essay Submissions and Uploads"
- ◯ Video

2. Please paste the URL to your Video submissions in the space below.

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Section II Table of Accomplishments *

ⓘ Instruction:

All applicants must submit a completed Table of Accomplishments. To submit your Table you should:

1. Download and complete the Table of Accomplishments template below.
2. Save it as a PDF;
3. Upload the completed document by selecting the "Upload" button below.

When you have completed this page, select the "Save, section finished" button at the bottom of the page. Once all sections of your application are complete, you may "Submit" from the home page. All uploaded documents may be updated and replaced until you submit your application.

* Indicates required

Description	Templates	Uploaded Documents
Section II Table of Accomplishments * Your answer should be single spaced, 11-point in Times New Roman and limited to three pages.	Table of Accomplishments	

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Section III Description of Accomplishments*

ⓘ Instruction:

Please chose to submit either an essay or a video application. Not both.

Applicants have the option of submitting either a written response or video to answer a set of questions related to what the community has accomplished, how it was accomplished and with whom. A full description of the question you are to answer in your response can be found in the Instructions for Community Applicants.

If you choose to submit a written response, your submission should be single-spaced, 11-point in Times New Roman and limited to three pages.

If you choose to submit a video it should be 15 minutes or less. To submit your video, please copy and paste the URL in the appropriate box below. For additional instructions on creating your video, see Instructions for Community Applicants.

* Indicates required

1. Are you submitting an essay or a video?*
Check one

- ◯ Essay - if you are submitting a written submission go to "Essay Submissions and Uploads"
- ◯ Video

2. Please paste the URL to your Video submissions in the space below.

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Essay Submission and Uploads

ⓘ Instruction:

Communities should only submit either an essay or a video for each of the sections. Not both.

If you submitted a video for the Community Context and the Description of Accomplishments in the previous section, please skip this section.

Your documents must be converted to and saved in PDF format prior to submission. Please do not submit a scanned document. Select the "Troubleshooting Tips" link located in the "Resources" section on the left and click on the File Formats if you have trouble.

If you choose to submit a written response for the **Community Context**, your answer should be single spaced, 11-point in Times New Roman and limited to one page.

If you choose to submit a written response for the **Description of Accomplishments**, your answer should be single spaced, 11-point in Times New Roman and limited to three pages.

A full description of the questions you are to answer in your response can be found in the Instructions for Community Applicants.

* Indicates required

Description	Templates	Uploaded Documents
Community Context If you choose to submit a written response for the **Community Context**, your answer should be single spaced, 11-point in Times New Roman and limited to one page.		
Description of Accomplishments If you choose to submit a written response for the **Description of Accomplishments**, your answer should be single spaced, 11-point in Times New Roman and limited to three pages.		

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How You Learned about the Prize

* Indicates required

1. To the best of your knowledge, has your community applied for the RWJF Culture of Health Prize in past years?*

- ○ Yes
- ○ No
- ○ Not sure

2. Please let us know how you heard about the RWJF Culture of Health Prize.*

Select all that apply.

- ☐ Social Media (Facebook/Twitter/LinkedIn)
- ☐ Newsletter/Blog (Please tell us which one below)
- ☐ News Story
- ☐ At a Conference (Please tell us which one below)
- ☐ RWJF.org
- ☐ Other (Please explain below)

3. If you selected: Newsletter/Blog, Conference, or Other please explain:

4. Would you like to be notified of future Prize-related communications?*

- ○ Yes
- ○ No

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Summary of Accomplishments: (Upload)

Applicants should name at least three, and not more than six, accomplishments. Please provide a brief description of what you accomplished, the partners and organizations that worked together, and which selection criteria the accomplishment demonstrates.

Feel free to approach your examples and the criteria however you wish. You may choose to provide one example for each criterion or provide examples that address multiple criteria.

Applicants are also asked to submit an essay or video to provide a fuller description. This table is meant to provide a quick summary only. The completed table should be saved as a PDF before uploading.

Selection criteria: (Please see the Resources for the description of the selection criteria)

1. Addressing structural racism and other structural injustices to advance opportunity, health, and equity.
2. Committing to lasting changes in policy, systems, and financing that improve community conditions and center people directly impacted by the inequity addressed.
3. Working in partnership across sectors, and elevating the expertise and solutions held by people with firsthand experience of the inequities being addressed.
4. Engaging in work that preserves and celebrates community through cultural activities and practices that envision and advance a more just future.
5. Making the most of available resources to ensure the effort can endure over time.
6. Measuring and sharing progress in culturally relevant ways.

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Community Name:

Criteria # (Note number of each selection criterion of most relevance)	**Accomplishment Name and Brief Description**	**Partners Engaged and Their Role(s)**	**Approximate Year Initiated & Accomplished (if complete)**

SAMPLE
not int

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