



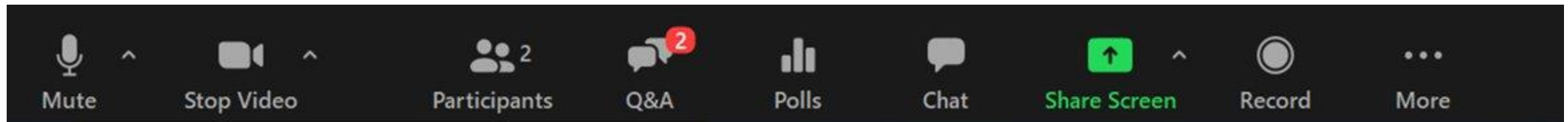
# Local Data for Equitable Communities

CFP Overview Webinar  
Information for Interested Applicants  
February 18, 2025



# Housekeeping Items

- Cameras and microphones will remain turned off for attendees.
- We are recording the webinar and will post the recording and the slides on the grant application website on RWJF.org.
- For closed captioning, click the three dots at the bottom of your screen and click “turn on live captions.”
- Enter questions throughout the presentation through the Q&A box.



# Agenda

- Welcome
- CFP and Grant Program Overview
- Submitting an application
- Q&A

# Robert Wood Johnson Foundation Welcome



**George  
Hobor**

Senior Program  
Officer



**Carole  
Salinger**

Senior Grants  
Management  
Specialist



**Katie  
Corbit**

Interim Program  
Officer

# Urban Institute Welcome



**Leah Hendey**

Principal Research Associate  
Co-director, National  
Neighborhood Indicators  
Partnership (NNIP)



**Jake Cowan**

Consultant  
NNIP Alumni



**Kathy Pettit**

Senior Fellow  
Co-director, NNIP



**Gabe  
Samuels**

Research Analyst

# CFP and Grant Program Overview

# Local Data for Equitable Communities

- Everyone deserves access to what they need for a healthy life, like clean water, parks and green spaces, high-quality and affordable housing, and good jobs.
- To advance health equity, RWJF invests in creating communities with the physical, economic, and social conditions for residents to live their healthiest lives.

# Grant Purpose

To provide support for collecting, analyzing, and using data to **catalyze action** on **timely issues** within communities and help develop capacity in communities to use data as a tool in transforming inequitable institutions, systems, and social practices.



# Grant Program Goals

- Inform public policy and improve the physical, social, and economic conditions of places.
- Build local capacity to use data for action.
- Strengthen the use of equitable data practices.
- Document successful practices for more communities to learn from and adapt.

# Physical, Economic, or Social Conditions of a Place

- Include but are not limited to:
  - Built environment
  - Child care access
  - Community safety and policing
  - Climate and environment
  - Healthy food access
  - Housing
  - Small business and economic development
  - Transportation

# Grant Overview

- \$50,000 in grant funding
- Expect to award up to 30 grants
- 9 month grant period (July 2025 – April 2026)
- A peer learning community for grantees across 4 to 6 virtual sessions (encouraged but not required)
- Light technical assistance available from the Urban Institute, including:
  - Reviews of data collection instruments and protocols
  - Consultations with subject matter experts
  - Referrals to relevant tools and examples

# Organizational Eligibility

Tax-exempt organizations under Sections 501(c)(3) or 501(c)(4) of the Internal Revenue Code.

Based in the United States or its territories.

Universities (public or private) and governments agencies are not eligible as lead applicants.

Each organization can submit only one proposal.

# Who Can Be Partners to Lead Grantees

- We do not have a preference on whether partners are included.
- Organizations can be a partner on more than one application.
- Types of partners (not exhaustive)
  - Other nonprofits
  - Universities or colleges
  - Local government agencies
  - Private firms
  - Individual consultants

# Geography

- The program does not have priority areas of the country.
- The "place of focus" in your application is the entire geographic area that your project will use for analysis and engagement.
- A place can be any local geography such as a neighborhood or set of neighborhoods, town, city, county, metropolitan area, or tribal area.
- A place can be a rural area but at least one county should be identified in that case.
- There is not a minimum or maximum population size of the focus area.

# Allowable Uses for Funding

- Grant funds may be used for:
  - project staff salaries
  - consultant fees
  - meetings and supplies
  - other direct project expenses
  - indirect costs
- The RWJF indirect policy for all its grants lists rates by organizational type at [https://www.rwjf.org/content/granteeresources/legal-and-policy/Indirect\\_Cost\\_Rate.html](https://www.rwjf.org/content/granteeresources/legal-and-policy/Indirect_Cost_Rate.html).
- Budgets may include funding not to exceed 50 percent of the total for collaborators.
- No match is required.

# Prohibited Uses of Funding

- General operating support
- Lobbying, advocacy, or political activities
- Subsidizing individuals for the costs of their health care
- Supporting clinical trials of unapproved drugs or devices
- Constructing or renovating facilities
- Substituting funds currently being used to support similar activities



# Example Activities

- Examine the experience of renters in corporate-owned housing to develop policy recommendations to improve housing quality and reduce the risk of displacement.
- Analyze data to identify racial and ethnic disparities in eviction practices to inform changes to local policies and programs.
- Train residents to collect and analyze environmental data while building capacity to advocate for environmental justice.
- Document community safety priorities through surveys or focus groups and use data to identify potential strategies and investments.
- Collaborate with a recreation department and community groups to use data to assess the distribution of recreation spaces and identify locations for future investments to advance equitable access.

# Other Examples from the 2022 Grant Program

Projects: <https://bit.ly/rwjf2022datagrants>

Medium blogs: [bit.ly/dataforrecovery](https://bit.ly/dataforrecovery)

## 501CTHREE

Los Angeles, CA  
Environmental conditions

*Examined concentrations of lead and contaminants in Watts residents' drinking water and expanded access to mitigation resources to address disparities in water quality.*

[Learn More](#)

## Access to Racial and Cultural Health Institute

US Virgin Islands  
Community Safety and Policing

*Accessed data to inform public policies and leverage local funds to combat crime, implement prevention programs, and revise school disciplinary policies in the US Virgin Islands.*

[Learn More](#)

## Air Alliance Houston

Houston and Harris County, TX  
Environmental conditions

*Addressed inequities in air quality and their resulting health effects through neighborhood-level air monitoring and advocacy.*

[Learn More](#)

## Bayview Hunters Point Community Advocates

San Francisco, CA  
Environmental conditions

*Trained residents to track environmental pollution and contamination sites while building advocacy capacity to push for environmental justice.*

[Learn More](#)

## BikeWalkKC

Kansas City, MO  
Transportation, Built Environment

*Used data to understand the relationship of traffic-related injuries to the built environment and infrastructure in historically marginalized neighborhoods and develop recommendations for prioritizing infrastructure investments.*

[Learn More](#)

## Amparo

Albuquerque, NM  
Housing

*Examined barriers to stable and healthy housing for renters in Albuquerque, New Mexico, and supported community organizing to improve access to quality affordable housing.*

[Learn More](#)

Californians for Pesticide

Brady Center to Prevent Gun Violence

# What This Grant Will Not Fund

- Programmatic evaluations
- Community health needs assessments
- Health impact assessments
- Data collection to support grant writing for other opportunities
- National or state level activities (or international activities)
- Lobbying or political activities

# What This Grant Will Not Fund

- Research disconnected from near-term decisionmaking and action
- Data tools or dashboards without designing for specific audiences
- Data analyses that address individual social needs or medical treatments

# This program focuses on places, not on individual-level interventions

- This grant **will not support**:
  - projects that are data analyses that address individual social or medical needs
  - the social or economic circumstances of a person or family that affect their health
  - projects focused on health care access
- Examples of ineligible projects addressing individual social or medical needs:
  - Linking data to facilitate referrals for housing or food assistance.
  - Using pre-and post- test data to measure progress in a fitness training program.
  - Using the award money to purchase vehicles for tutoring programs.

# Selection Criteria

## Locally Relevant Project Questions Related to Structural Racism and Health Equity

Poses clear questions(s) that are related to addressing structural racism, health equity, and specified physical, social, or economic conditions in the applicant's geographic focus area.

## Specific Activities, Methods, Data Sources, and Outputs

Outlines how the project questions will be addressed through project activities, methods, data sources, and the products, events, or services that will be created.

# Selection Criteria

## Credibility and Relationships with Community

Demonstrates that the people who are affected by the conditions the project addresses have roles in the project activities.

## Feasible Timeline and Scope

Outlines a timeline that is feasible and scope of work that can be completed in nine months.

# Selection Criteria

## Identifies Who Will Use the Data and How They Will Use It

Names specific organizations, agencies, and/or groups of people. Describes how they will use the data, and explains why the issue is timely for them.

## Impact and Change

Identifies the impact and/or change that will result from the project.



# Selection Criteria

## Project Team Capacity

Demonstrates that the project team has experience to successfully perform the activities proposed, including providing data and data analysis to communities and engaging communities.

# Guidance on Generative Artificial Intelligence (Gen AI)

- Gen AI models can be useful in some cases, but may produce errors or result in text that is overly generic and inauthentic; these could put your application at a disadvantage during review.
- If you choose to use Gen AI tools, we **strongly** encourage you to review the text to ensure that the application reflects your local context, is specific about your proposed project activities, and is feasible for the budget and period of performance.

# Submitting an Application

# How to Apply

- Applications are accepted through the RWJF system.
- Application deadline is **Tuesday, March 18, 2025** at **3:00 pm Eastern** time. **No** late applications will be accepted.
- Applicants should review the application system ***as soon as possible***.
- Applicants should allow for time to prepare for and complete organizational and financial questions.
- Applicants should only draft their proposals after they have read the instructions in the application system.
- Application questions are in the CFP.

# Applying on the RWJF System

- Applicants are expected to complete 12 sections, including the project information questions

Section	Description
<a href="#">Eligibility Criteria</a>	Review the eligibility criteria and indicate whether the applicant meets these conditions.
<a href="#">Applicant Organization</a>	Provide information specific to the applicant organization.
<a href="#">Key Contacts</a>	Provide contact information for key project members.
<a href="#">Project Title and Summary</a>	Provide project title and summary information for the proposed project.
<a href="#">Applicant Organization Questions</a>	Provide responses to questions specific to the applicant organization.
<a href="#">Demographics</a>	Enter organizational demographics data.
<a href="#">Project Information Questions</a>	
<a href="#">Financial Information Questions</a>	Provide responses to questions about your organization and experience with RWJF funding.
<a href="#">Financial Documents</a>	If appropriate, provide additional financial documents.
<a href="#">Budget Worksheet</a>	Provide a budget for the proposed project.
<a href="#">Bio Sketches</a>	Provide bio sketches for your proposal.
<a href="#">Open Access</a>	Provide information on publishing in peer-review journals.

# Applying on the RWJF System

## Section 4: Project Title and Summary

Proposed Project Title: \* ?

Testing Proposed Project Title

Total Amount of RWJF Funding Requested: \$ \* ?

50,000

Proposed Project Start Date: ?

07/15/25

Number of Months Anticipated to Complete Project: ?

9 months

## Section 10: Budget Worksheet

### Budget Worksheet

	Period 1	Total
	Duration *	
	9 months v	
Project Budget	50,000	50,000
Total	50,000	50,000

# Applying on the RWJF System

Please enter whole numbers below as decimals are not accepted.

## Section 6: Demographics

Race/Ethnicity	Board		Senior Staff	
	Count	Percentage	Count	Percentage
<b>Total</b>	100	100%	100	100%
American Indian, Alaska Native, or Indigenous	0	0%	0	0%
Asian or Asian American	0	0%	0	0%
Black or African American	0	0%	0	0%
Hispanic, Latino, or Latin American	0	0%	0	0%
Middle Eastern or North African	0	0%	0	0%
Multiracial, Multi-ethnic	0	0%	0	0%
Native Hawaiian or Pacific Islander	0	0%	0	0%
Prefer not to answer	0	0%	0	0%

# Applying on the RWJF System

## Local Data for Equitable Communities

ID: 142248

 [Print Full Proposal](#)



### Resources

#### Notice:

The program will host an optional applicant webinar on February 18, 2025 1:00 PM ET. Registration is required through the "Applicant Webinar" link under the "Resources" box on the left of the screen. This optional webinar will provide an overview of the program and an opportunity to ask questions that are general in nature.

#### Instruction:

**Welcome to the RWJF online proposal submission system.**

- Complete the sections shown below (in any order).
- As you work on your proposal, you can save a partially completed section at any time.
- When you are finished working on a section, use the "Save, section finished" button.
- All sections must be marked as "finished" for the submit button to be activated.



# Applying on the RWJF System

## Resources

Reference — Mozilla Firefox

https://anr.rwjf.org/findSolRefText.do?level1SolRefTextId=67057&solRefTextId=67057&origin=1&dtmappid=

## Resources

Clear X Q Print X

### Local Data for Equitable Communities

- [Applicant Guide](#)
- [Applicant Webinar](#)
- [Call for Proposals](#)
- [Applicant Deadline Policy](#)
- [How To Avoid Missing the Application Deadline](#)

### FAQs

- [Troubleshooting Tips](#)
- [Contact Us](#)

## FAQs

### Frequently Asked Questions

FAQs about the process and RWJF's commitment to provide a fair review of all applications are listed below.

*If you have questions about the program*, please click on **program-specific FAQs** or contact the Program Office by selecting the "Contact Us" (link on the left) to send an email.

**Note:**

- The terms "proposal" and "application" are used interchangeably in these FAQs.
- The terms "Call for Proposal" and "Request for Proposal" are used interchangeably in these FAQs.

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[May I apply for this funding opportunity even if I am already funded by RWJF?](#)

[If we are not chosen for this funding opportunity, will we still be eligible for other RWJF grant opportunities?](#)

[What if I forget my MyRWJF.org password?](#)

[How do I find my applicant ID?](#)

[Will the system timeout?](#)

[What is the application deadline policy?](#)

[Do I have to complete my application/proposal in the order shown on the "Home" screen?](#)

[Top](#)

[How do I provide access to collaborators who need to work on my application/proposal?](#)

[What can an invited contributor do?](#)

# Resource: Project-specific Frequently Asked Questions (will be updated)

## Local Data for Equitable Communities

### Call for Proposals (CFP)

### Program-specific Frequently Asked Questions (FAQs)

*Revised 1/24/2025*

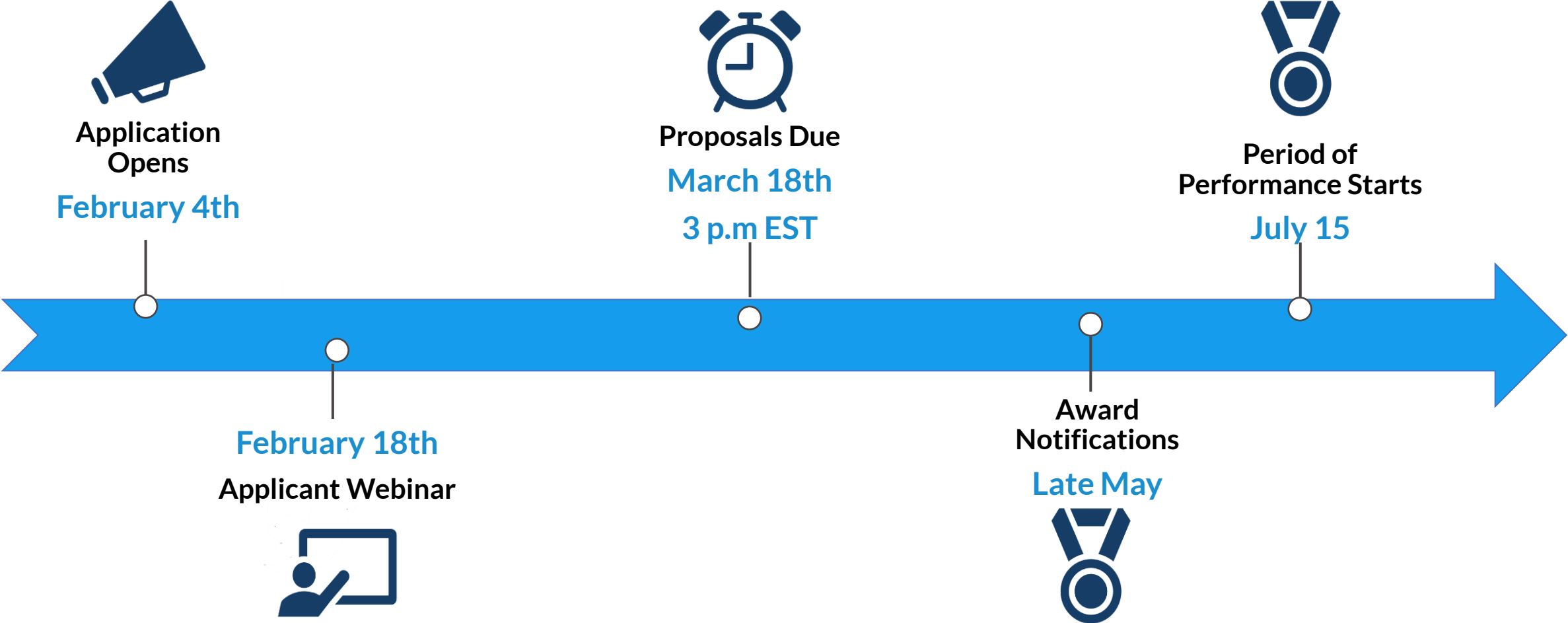
For more information about the Local Data for Equitable Communities program, to view the CFP, or apply, visit <http://www.rwjf.org/cfp/DHC3>.

#### **1. How will applications be judged?**

Proposals will be reviewed using the criteria listed in the selection criteria section of the CFP; your responses to the application questions should correspond to these criteria. Reviewers will score proposals based on the strength of each application's responses. Applicants are advised to closely review these criteria before, during, and after completing their application to ensure that their responses meet the criteria.

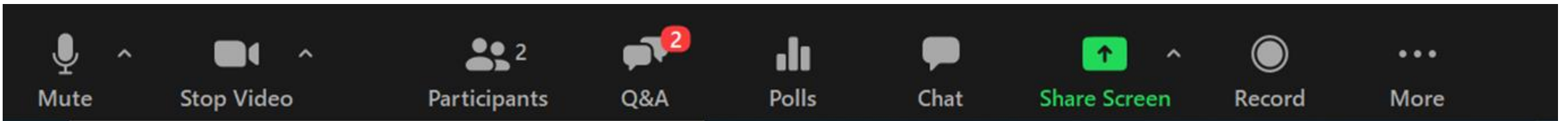
#### **2. What does it mean that the "funding opportunity will not support projects that are data**

# Timeline



# Questions and Answers

# Please use the Q&A box to ask questions



# What's Next?

**Apply by March 18, 2025!**

**Email your questions  
to [localdata@urban.org](mailto:localdata@urban.org)**