

Pioneering Ideas

Applicant Organization *

* Indicates required

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.

Applicant Organization *	<input type="text"/>
School/Department/Unit	<input type="text"/>
Address *	<input type="text"/>
Address (line 2)	<input type="text"/>
City *	<input type="text"/>
State / Territory *	<input type="text"/>
Zip + 4-digit extension *	<input type="text"/>
Main Phone Number *	<input type="text"/>
Fax Number	<input type="text"/>
Web site	<input type="text"/>

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Project Director/Principal Investigator *

* Indicates required

- 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/Principal Investigator'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/Principal Investigator *

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. Additionally, after the application is submitted, this person will be asked to provide feedback to an independent survey firm on the application process and applicant characteristics in a brief, online survey. RWJF will share this person's contact information, including email address, with the survey firm for the sole purpose of soliciting feedback. If there is more than one project director/principal investigator, please provide information for only one at this time.

E-mail *	<input type="text"/>
Confirm E-mail *	<input type="text"/>
Prefix *	<input type="text"/>
First Name *	<input type="text"/>
Middle Name	<input type="text"/>
Last Name *	<input type="text"/>
Suffix	<input type="text"/>
Degree(s)	<input type="text"/>
Organization *	<input type="text"/>
Position *	<input type="text"/>
School/Department/Unit	<input type="text"/>
Address *	<input type="text"/>
Address (line 2)	<input type="text"/>
City *	<input type="text"/>
State / Territory *	<input type="text"/>
Zip or Postal Code *	<input type="text"/>

Office Phone Number*

Phone Extn

Cell Phone Number

Fax Number

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Project Title and Summary Information *

* Indicates required

Provide the following information specific to the proposed project.

- Project Title (maximum 150 characters)
- Requested Amount
- Proposed Start Date
- Duration
- Project Summary

Note: Due to the multi-phase nature of the *Pioneering Ideas* funding opportunity, projects are unlikely to start earlier than 16 weeks from date of brief proposal submission.

Project Title *

Requested Amount \$ *

Proposed Start Date *

Duration *

months

Project Summary *

The Robert Wood Johnson Foundation seeks to discover, explore, and learn from novel ideas and emerging social, cultural, scientific, and technological trends. Through the Pioneering Ideas funding opportunity, we seek to engage pioneers in our work to build a Culture of Health in the United States and provide cutting-edge thinking that we can apply to the Foundation's [four focus areas](#) and the cross-cutting goal of achieving health equity.

Briefly describe your project, using the following questions as a guide:

- What are the goals of the proposed work? What problem(s) are you trying to solve?
- How would you use RWJF funding to accomplish these goals?
- How might your proposed project contribute to or fit into a larger vision for the future? How might your project, and the larger vision, inspire progress toward a Culture of Health?
- How might your proposed project challenge conventional thinking and/or contribute new ideas to the Foundation's efforts to build a Culture of Health?
- How might your proposed work address and advance health equity?
- If your project is successful, what might those seeking to build a Culture of Health in the United States expect to learn from your exploration?
- If your project is unsuccessful, what might those seeking to build a Culture of Health in the United States expect to learn from your exploration?

Non-RWJF Funding

- Have you received, or will you be receiving non-RWJF funding? If so, please include the amount and source of funding.

Note: You may not embed links to additional resources or include any attachments at this phase of the proposal process.

Please respond in the space below using a maximum of 7,500 characters, including spaces.

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Project Information Question

* Indicates required

If appropriate, provide responses to the following question.

1. Are you responding to one of our Pioneering Ideas Brief Proposal featured calls for ideas or a Pioneering Ideas Brief Proposal targeted solicitation? *

- No, I am not responding to a Pioneering Ideas Brief Proposal targeted solicitation. This is a general Pioneering Ideas Brief Proposal submission.
- Yes, I am responding to a Pioneering Ideas Brief Proposal featured call for ideas or a Pioneering Ideas Brief Proposal targeted solicitation. (specify name of opportunity here)

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

- Yes
- No

3. Have you applied for RWJF funding through the Pioneering Ideas Brief Proposal funding opportunity in the past?

- Yes
- No

4. How did you hear about the Pioneering Ideas Brief Proposal? *

(Check all that apply)

- RWJF staff (specify name(s) below)
- RWJF website
- RWJF grantee website
- Other website (please specify below)
- Culture of Health Blog (RWJF)
- Other Blog (please specify below)
- Pioneering Ideas podcast (RWJF)
- Other podcast (specify below)
- A colleague
- Referral from a Conference/Meeting (please specify below)
- Facebook

- LinkedIn
- Twitter
- RWJF national program office
- Listserv and/or newsletter
- Calls for Proposals
- TV/Newspaper coverage
- Other (please specify below)

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

- Government entity
- State university
- Non-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)

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Brief Proposal Budget and Definitions *

* Indicates required

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

Definitions

- **Personnel** - salary and fringe costs.
- **Other Direct Costs** - office operations, communications/marketing, travel, meeting expenses and project space.
- **Purchased Services** - consultants and/or contract costs.
- **Indirect Costs** - administrative expenses related to overall operations. The Foundation's approved rate for Indirect Costs is 12% of Personnel, Other Direct Costs and Purchased Services. When Purchased Services total more than 33% of the RWJF portion of a budget, the Foundation limits indirect costs on the Purchased Services category to 4%.

From the Project Title & Summary Information section.

Duration	Project Total
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Requested Budget

	Amount
Personnel	
Other Direct Costs	
Purchased Services	
Indirect Costs	
Total	

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