

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*

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Main Phone Number*

Web site

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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 *

Suffix

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Degree(s)

Organization *

Position *

School/Department/Unit

Address *

Address (line 2)

City *

County *

Country *

State / Territory *

Zip Code + 4-digit extension *

Office Phone Number *

Phone Extn

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Cell Phone Number

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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;
- 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)

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Additional Questions*

i 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)

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Budget *

* Indicates required

i 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		

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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

1. Black, Indigenous, People of Color (BIPOC) Leadership*

Please check all that apply to the applicant organization or to the fiscally sponsored project.

- 50 percent or more of senior staff identify as BIPOC.
We define "senior staff" as executive leadership or staff with decision-making authority or management responsibility in the organization.
- 50 percent or more of board members identify as BIPOC.
- Applicant organization has an executive director/president/chief executive officer that identifies as BIPOC.
- Project and/or initiative proposed for funding is being led by 50 percent or more BIPOC-group members in a decision-making capacity.
- None of the above or don't know.

2. Gender Leadership*

Please check all that apply to the applicant organization or to the fiscally sponsored project.

- 50 percent or more of senior staff identify as female (cisgender or transgender).
We define "senior staff" as executive leadership or staff with decision-making authority or management responsibility in the organization.
- 50 percent or more of board members identify as female (cisgender or transgender).
- Applicant organization has an executive director/president/chief executive officer that identifies as female (cisgender or transgender).
- Project and/or initiative proposed for funding is being led by 50 percent or more female (cisgender or transgender) in a decision-making capacity.
- None of the above or don't know.

3. Disability Leadership*

Please check all that apply to the applicant organization or to the fiscally sponsored project.

- 50 percent or more of senior staff identify as people with disabilities.
We define "senior staff" as executive leadership or staff with decision-making authority or management responsibility in the organization.
- 50 percent or more of board members identify as people with disabilities.
- Applicant organization has an executive director/president/chief executive officer that identifies as a person with disabilities.
- Project and/or initiative proposed for funding is being led by 50 percent or more people with disabilities in a decision-making capacity.
- None of the above or don't know.

4. Lesbian, Gay, Bisexual, Transgender, Queer, Intersexual, Asexual (LGBTQIA+) Leadership.*

Please check all that apply to the applicant organization or to the fiscally sponsored project.

- 50 percent or more of senior staff identify as LGBTQIA+.
We define "senior staff" as executive leadership or staff with decision-making authority or management responsibility in the organization.
- 50 percent or more of board members identify as LGBTQIA+.
- Applicant organization has an executive director/president/chief executive officer that identifies as LGBTQIA+.
- Project and/or initiative proposed for funding is being led by 50 percent or more LGBTQIA+ people in a decision-making capacity.
- None of the above or don't know.

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5. Race/Ethnicity of Board and Senior Staff*

Provide the following Race/Ethnicity demographic data for applicant organization's board of directors/trustees and senior staff. If you do not have a board of trustees or directors, you can skip the Board demographics questions. You may report the Board information at the university-level.

We define "senior staff" as executive leadership or staff with decision-making authority or management responsibility in the organization where the project is based. 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. Column totals may be less than 100%.

Race/Ethnicity	Board		Senior Staff	
	Count	Percentage	Count	Percentage
Total	0	0%	0	0%
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%
Race or Ethnicity not included	0	0%	0	0%
White	0	0%	0	0%
Unreported	0	0%	0	0%

6. RWJF recognizes the limitations of the questions and data we are asking for here. Are there additional ways you identify the demographics of your board and/ or staff that are important to your work that you would like us to understand? (For example: more nuanced ethnic/racial identities, gender, sexual orientation, disability, etc.) *

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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