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Information on the Fund

Q: What is the HealtheVoices™ Impact Fund?

A: After our first few HealtheVoices conferences, it became clear to us that we could do more to support the important work done by advocates every day to assist patients. So, we set out to help provide resources to extend and support the reach of these advocates, by creating the HealtheVoices™ Impact Fund

Established at CFNJ, an organization established to assist individuals and businesses in opening charitable funds and establishing philanthropic legacies, the HealtheVoices™ Impact Fund was created to support innovative efforts by health advocates to serve and assist patient communities. It will award projects that align with the Janssen charitable giving mission to advance healing for patients.

Q: Why was the HealtheVoices™ Impact Fund created with CFNJ?

A: Janssen Pharmaceuticals Inc. established this fund at CFNJ to support innovative efforts by health advocates to further serve and assist patient communities. Specifically, the HealtheVoices™ Impact Fund will fund innovative projects that:

- Engage, inform and empower patients
- Coalesce and strengthen the advocate community
- Create patient communities, combatting stigma and isolation
- Projects aimed at reaching communities that are often marginalized or excluded

Q: Who can apply for the HealtheVoices™ Impact Fund?

A: All health advocates based in the United States are welcome to apply. The projects submitted for funding should be to benefit the public good of the patient community and elements of the application should meet the following characteristics:

- Discrete in nature with an identified deliverable
- Can be focused on any chronic disease or across chronic diseases
- Recipient/organization must be based in the United States
- Recipient can be an individual or a 501c3 organization
- The requestor must attest that they do not expect to realize any personal financial benefit from the project.

Q: What are some past projects that have been funded?

A: In its inaugural year, the Impact Fund awarded funding to four outstanding initiatives:

- **FACE US: Not Our Status, But Our Story (Khafre Kujichagulia Abif, Atlanta, GA)** – The FACE US: Not Our Status, But Our Story project will create a coffee table book by collecting portraits and stories of 250 people living with HIV. Stories will be collected via a call for submissions on existing social media platforms tied to conferences aimed at empowering people living with HIV, as well as new social media accounts created by the project. The intent of the project is to educate the public about HIV and reduce stigma in southern states most impacted by HIV.



- **Mamas Facing Forward (Mariah Leach, Louisville, CO)** – Mamas Facing Forward will be a “one-stop-shop” website dedicated to women living with chronic illnesses who are or intend to be mothers. While the private Facebook group of the same name has grown and been a valuable resource and community for these women, a website will help organize the topics that are discussed, generate new resources where gaps exist and serve as a comprehensive foundation for much-needed information.
- **Mental Health Initiative for the Deaf (Kati Morton, Santa Monica, CA)** – As a licensed therapist, Kati has created more than 900 free videos to share information and reduce stigma about mental illness, and advocate for mental health services. This project will utilize a closed captioning service to make approximately 300 of her most popular videos accessible to the more than 360 million people worldwide who are deaf or hearing impaired.
- **HemoTool (Dakota Rosenfelt, Cleveland, MO)** – HemoTool is a crowdsourced mobile application for people living with a bleeding disorder to help them independently manage their care. The project will consist of an app update to improve the user experience and add enhanced features to drive medication compliance and further empower and support people with bleeding disorders.

Q: How large are the awarded grants?

A: The total fund available for grants is \$30,000. Award amounts will range from \$2,000 - \$7,500. Funding distribution is determined by CFNJ, with input provided by the HealtheVoices™ Impact Fund Advisory Committee, during the application review process.

Q: Where can I go for more information?

A: You can visit <https://cfnj.org> for more information. For specific questions, please reach out to Nancy Magee, Program Officer at CFNJ: nmagee@cfnj.org, or Peg Forrestel, Director, Contributions & Community Affairs, Janssen: pforres1@its.jnj.com.

Application Process and Eligibility

Q: I did not attend the HealtheVoices™ conference in person. Can I still apply?

A: Yes – anyone who advocates for a health condition or community may apply. Applicants did not have to apply for or attend HealtheVoices™ to be eligible.

Q: How do I apply?

A: Advocates are required to submit an application that outlines a proposed project to support a patient community. Grants will be given to new, innovative ideas and are not given to support existing or ongoing advocate activities. You will need to provide the following information to complete the application:

Requestor Information:

- Name of requestor



- Mailing and email addresses
- Phone number

Project Information:

- Detailed description of project, including objectives, expected outcomes, and how you will measure success
- Estimated number of individuals to be served through this project.
- Total amount of request and how the funding will be used
- A line item budget for the project
- Minimum amount needed to complete the project
- Defined deliverables and measurable outcomes
- Expected length of time to complete the project

Q: When is the deadline to apply?

A: July 15, 2018

Q: When will recipients be announced?

A: October 15, 2018

Q: How are recipients chosen?

A: CFNJ and HealtheVoices™ Impact Fund Advisory Committee look for projects that propose innovative ways to:

- Engage, inform and empower patients;
- Coalesce and strengthen the online advocate community;
- Target underserved populations or healthcare disparities;
- Have measurable outcomes identified; and/or
- Address high unmet areas with large scope of impact.

The review, evaluation and selection of the recipients, as well as funding distribution will be handled by CFNJ with input from the HealtheVoices™ Impact Fund Advisory Committee, comprised of several experienced online patient and caregiver advocates selected for their advocacy efforts. Janssen is not involved in the application review or selection process.

The selection of projects for funding will be competitive based on the submitted applications. CFNJ with input from a peer advisory committee of patient and caregiver online advocates will assess each request to determine those programs which appear to have the strongest impact overall and which appear achievable based on the budget provided and funds available. Additionally, CFNJ and the advisory committee will review the public profile of each applicant to assess if their online efforts conflict with Johnson & Johnson values, which then would result in an ineligible for funding decision.



Q: Can an applicant submit a request for more than one project?

A: Yes, an applicant can submit more than one project for funding. Separate applications should be submitted for each project to ensure all project related information is provided.

Demystifying the Application

Q: What do you mean by Measurable Outcomes?

A: When implementing a program or initiative, it is done with the intent of achieving some positive change. The resulting change is the outcome you are looking to achieve. The most compelling outcomes are both quantifiable as well as qualitative (i.e. stories about individual impact, information on the number of people impacted and how).

Q: What are appropriate expenses to include in the project budget required in the application?

A: The budget should include all direct expenses associated with completing the project. This can include your time to complete the project, valued using an hourly compensation rate of \$25/hour, or otherwise calculated using a fair and objective rate of labor. Expenses can also include consultants, other direct costs for the design and implementation of the project. The project budget submitted should be equal to or more than the amount requested in the funding application.

Q: Can you provide further clarity on what you mean by unmet need?

A: Unmet need is a deficiency currently experienced, in this case for a patient community, that is not being tackled *adequately* by other means. In other words, despite the need, there are not any or enough programs addressing this deficiency effectively.

Q: Can you provide further clarity on what you mean by healthcare disparities?

A: The program or initiative is focused on addressing *inequalities* or *gaps* between the targeted audience versus the general population. For example, for certain diseases, there is significant data available that certain minority groups may come very late to diagnosis and treatment and thus their long-term survival outcomes are decreased.