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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

Initiated at the Community Foundation of New Jersey (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: Since launching the HealtheVoices™ Impact Fund, we have funded 12 projects across diverse health conditions. Listed below are the 2018 HealtheVoices™ Impact Fund Recipients and their respective projects:

Brooke Abbott
Inflammatory Bowel Disease & Ankylosing Spondylitis Advocate
Twitter: @CrzyCreoleMommy
Project Name: IBDMoms.org



Brooke's project involves launching a new website, IBDmoms.org, for mothers affected by IBD, aimed to bring awareness to the condition and offer valuable resources, support and comfort.

Chrisa Hickey, Schizophrenia, Childhood Onset & Severe Mental Illness Advocate

Facebook: @TheMindstorm

Project Name: Parents Like Us Club

For her project, Parents Like Us, Chrisa will create a new website to offer support and a sense of community for parents raising children with severe mental illnesses.

Gabe Howard, Mental Health Advocate

Facebook: @gabehoward29

Michelle Hammer, Mental Health Advocate

Instagram: @schizophrenic.nyc

Joint Project Name: Gabe & Michelle Explain Mental Illness

Michelle and Gabe, co-hosts of a podcast titled "A Bipolar, A Schizophrenic, and a Podcast," will partner to create, print and distribute a series of brochures, called Gabe & Michelle Explain Mental Illness, to educate on mental illnesses in simple language.

Gabriel Nathan, Mental Health Advocate

Twitter: @OC87rd

Project Name: A Beautiful Day Tomorrow: Taking Suicide Prevention on the Road

Gabriel's project entails a roadtrip in a VW "LoveBug" from DC to Maine to hand out information about mental health, along with producing a film for a mental health online magazine.

Josh Robbins, HIV Advocate

Twitter: @imstilljosh

Project Name: #1 Health Advocate Day

Josh will launch #1 Health Advocate Day to celebrate the unique collaborative efforts of independent peer advocates of every health condition.

Kati Morton, Mental Health Advocate

YouTube: @KatiMorton

Project Name: Translating Mental Health Videos into Spanish

Kati's project will translate and close-caption 100 of her mental health videos into Spanish, allowing her to reach a broader audience.

Ryan Williams, Alzheimer's & Dementia Advocate

Facebook: @AlzheimersDementiaSupport

Project Name: Why Grandma Keeps Forgetting: An Alz Story

Ryan will print copies of his newly-written book, Why Grandma Keeps Forgetting: An Alz Story, to help parents explain Alzheimer's Disease to their children.



Marisa Zeppieri, Lupus & Autoimmune Disease Advocate

Website: www.lupuschick.com/

Project Name: Lupus Chick Video Library

Through her project, Marisa will create a video resource library that will be embedded on the LupusChick website and YouTube channel.

Q: How large are the awarded grants?

A: The total fund available for grants is \$35,000. Award amounts will range from \$2,000 - \$7,500. Funding distribution is determined by CFNJ, with input provided by the HealthVoices™ Impact Fund Advisory Committee, during the application review process. Janssen is not involved in the review, evaluation or awarding of grants.

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, Community Impact, Janssen: pforres1@its.jnj.com.

Application Process and Eligibility

Q: I did not attend the HealthVoices™ 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 HealthVoices™ 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, 2019

Q: When will recipients be announced?

A: October 15, 2019

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.