

HealtheVoices™ Impact Fund At-a-Glance – 2021

Health-focused online communities and blogs have come to inspire, educate and mobilize both patients and caregivers. Patients look to them for support and help in managing their condition better. Janssen Pharmaceutical Companies of Johnson & Johnson established this fund at the Community Foundation of New Jersey to support innovative efforts by online health advocates to serve and assist patient communities.

Specifically, the HealtheVoices™ Impact Fund will fund innovative projects that:

- Engage, inform and empower patients
- Coalesce and strengthen the online advocate community
- Create patient communities, combatting stigma and isolation

Grants will be given to new, innovative ideas that best meet the fund objectives and may not be given to fund support existing or ongoing advocate activities.

Parameters for Funding:

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
- Applicant must be a United States citizen or a 501c3 organization.

Additional Requirements:

- Defined deliverables and measurable outcomes
- Anticipated completion of project within 12 months of receipt of funds
- Project status report at 6 months and at 12 months a final online grant report
- Willingness to share project and experience, if requested, with other online advocates
- Agreement to disclose on any project materials that funding for the project was provided by the HealtheVoices™ Impact Fund at the Community Foundation of New Jersey which was established

through a charitable contribution from Janssen Pharmaceuticals, Inc.

Preference Given To:

- Initiatives targeting underserved populations or healthcare disparities
- Projects where measurable outcomes are identified
- Initiatives addressing high unmet areas or those with large scope of impact

Eligibility Criteria for Non-Profit Applicants:

- Board of a minimum of five independent members,
- Be in existence for at least two years,
- Filed either a 990 or 990-ez,
- A profile in GuideStar,
- Minimum operating budget (annual expenses) of \$15,000
- Operating budget (annual expenses) cannot exceed \$250,000

Ineligible for Funding:

Funding will not be provided for the following:

- Capital (defined as construction and building related)
- Research
- Events with a fundraising element
- Trips/tours or time/expenses associated with travel
- Political groups or candidates for office
- Sectarian and religious organizations that do not serve the general public on a nondenominational basis
- Endowments
- Medicines or medical treatments, including education discussing these in any specificity

Funding Available:

The total fund available for grants is \$35,000. Award amounts will range from \$2,000 - \$6,000.

Requests for contributions must be submitted through our online application. Paper requests will not be accepted. To submit your request, please visit <https://cfnj.org/jnj/>. Individual applicants can choose to complete either a traditional application or creative application. Both applications request the same information. The traditional application is a standard question and answer format whereas the creative application allows applicants to provide some of the required

information using a creative format. Nonprofit applicants must complete the nonprofit application.

Evaluation and Selection of Grant Recipients

All requests will be reviewed, evaluated and selected for funding by the Community Foundation of New Jersey with input from a peer advisory committee of experienced patient and caregiver advocates. Representatives from Janssen will not be involved in the review, evaluation or selection of applications for funding.

Projects will be competitively selected for funding based on the perceived impact for patients in areas of high unmet needs. As part of the review and selection process, 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.

Application Information Needed:

You will need to provide the following information to complete the application:

Individual Requestor Information:

- Legal name of requestor
- Mailing and email addresses
- Phone number

Non-Profit Information, if Applicable:

- Current year Operating revenue and expenses
- Audited Financials or 990
- Listing of Board Members
- Website address and mission statement

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
- Minimum amount needed to complete the project
- Defined deliverables and measurable outcomes

Before using our name or corporate logo in any promotional materials, beyond what is specified in the request, recipients must provide us with the opportunity to review such material. The use of our name or corporate logo, or other trademarks or copyrighted materials, is not permitted without our prior written approval.

Contributions are given without any expectation for a return benefit to our company. Under no circumstances are charitable contributions contingent on the performance, receipt of services, or recommendation to use our products.

For Inquiries:

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2021 Application Timeline

- 7/31 – Applications Due
- Late October – Announcement of Grants



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