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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 Johnson & Johnson charitable giving mission to advance healing for patients.

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

**A:** Johnson & Johnson 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
- Provide education for patients on how to be an effective patient advocate

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

**A:** All health advocates who are U.S. citizens and based in the United States are welcome to apply. The projects submitted for funding should be to benefit the public good of the patient and/or caregiver 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.

Additionally, non-profits that meet the eligibility criteria may complete the non-profit application.

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

**A:** Since launching the HealtheVoices™ Impact Fund, we have funded 60 projects across diverse health conditions. Listed below are some examples of projects that have been funded in the past:

- Development and launch of websites bringing awareness to a condition or offering valuable resources, support community and comfort
- Awareness campaigns surrounding health conditions and the resources available



- Initiatives to celebrate the unique collaborative efforts of independent peer advocates of every health condition
- Efforts to translate existing content into other languages to extend reach and inclusion
- Initiatives to help inform and educate others about a health condition.
- Creation of a video resource library within existing social media platforms.
- Creation of an e-booklet to provide photos, motivation, info, and facts to give education & support to patients.
- Creation of education videos to educate the public about a health condition
- Development of a podcast series
- Skill development activities to strengthen patient advocate abilities in the areas of writing and leadership
- Creation of tools to help patients see potential outcomes of decisions unique to their health condition

**Q: How large are the awards?**

**A:** Each award will be awarded at a value of \$5,000. Funding distribution is determined by CFNJ, with input provided by the HealtheVoices™ Impact Fund Advisory Committee, during the application review process. Johnson & Johnson is not involved in the review, evaluation or selection of awards.

**Q: Where can I go for more information?**

**A:** You can visit <https://cfnj.org/jnj> for more information. For specific questions, please reach out to Nancy Magee, Consultant at CFNJ: [nmagee@cfnj.org](mailto:nmagee@cfnj.org).

**Application Process and Eligibility**

**Q: I did not attend or participate in the HealtheVoices™ conference. 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:** Requests must be submitted through our online application system accessible at <https://cfnj.org/jnj/>. Paper requests will not be accepted. Please note that non-profit applicants must submit the non-profit application.

Advocates are required to submit an application that outlines a proposed project to support a patient community. Awards 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:**

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



For Non-Profit Applicants:

- 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
- A line-item budget for the project
- Defined deliverables and measurable outcomes
- Expected length of time to complete the project

**Q: Can non-profits apply to the fund?**

**A:** Yes, non-profits can apply to the fund using the non-profit application if they meet the following eligibility requirements:

- Have a board of a minimum of five independent members,
- Be in existence for at least two years,
- Filed either a 990 or 990-ez,
- Have a profile in GuideStar,
- Have minimum operating budget (annual expenses) of \$15,000 but not more than \$250,000

**Q: When is the deadline to apply?**

**A:** June 18, 2024

**Q: When will recipients be announced?**

**A:** No later than October 1, 2024

**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. Through this competitive review process, the projects selected will be those that have the strongest anticipated impact and that 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 would be determined to be ineligible for funding. Johnson & Johnson is not involved in the application review or selection process.

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

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

**Q: Can I apply if I previously received an Impact Fund award?**

**A:** Yes, if the project was completed, and a Final Report was submitted.

**Q: Can I apply if I am a healthcare professional?**

**A:** Yes, you may apply if you can attest to a statement.

**Q: Can I apply if I am a government official?**

**A:** Yes, you may apply if you can attest to a statement.

## **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. No more than 25% of the award should be allocated to your labor costs. 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. Awards will be valued at \$5,000.

**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 late to diagnosis and treatment and thus their long-term survival outcomes are decreased.