

HealtheVoices™ Impact Fund At-a-Glance – 2025

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 conditions better. Johnson & Johnson established this fund at the Community Foundation of New Jersey (CFNJ) to support innovative efforts by online health advocates to serve and assist patient communities.

Specifically, the HealtheVoices™ Impact Fund funds innovative projects that:

- Engage, inform, and empower patients
- Coalesce and strengthen the advocate community
- Create inclusive patient communities, combatting stigma and isolation
- Provide education for patients on how to be an effective patient advocate

Awards will be given to new, innovative ideas that best meet the fund objectives and may not be given to fund support for 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
- Should be a new project or program, not an existing program
- Applicant must be a United States citizen (with a minimum age of 18) or a 501c3 organization based in the United States

Additional Requirements:

- Defined deliverables and measurable outcomes
- Anticipated completion of project within 12 months of receipt of funds
- Online project status report submitted at 6 months and final online award report submitted at 12 months
- Willingness to share about 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 Johnson & Johnson.”

Preference Given To:

- Initiatives addressing healthcare disparities using an inclusive approach
- 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
- Must be based in the United States

Ineligible for Funding:

Funding will not be provided for the following:

- Capital (defined as construction and building related)
- Research or Endowments
- 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
- Medicines or medical treatments, including education events discussing these in any specificity

- Salaries or benefits
- Individuals or non-profit organizations that live or are based out of the United States
- Applications submitted by individuals under the age of 18
- Public profiles of individuals or institutions where online efforts conflict with Johnson & Johnson's values

Funding Available:

Awards will be valued at \$5,000. All applications must be submitted through an online application process. Paper requests will not be accepted. To submit your request, please visit <http://cfnj.org/jnj>. Nonprofit applicants must complete the nonprofit application.

Evaluation and Selection of Award Recipients

All requests will be reviewed, evaluated and selected for funding by the CFNJ with input from a peer advisory committee of experienced patient and caregiver advocates. Representatives from Johnson & Johnson 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 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
- Social security 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.
- A budget that includes total amount of request and how the funding will be used
- Defined deliverables and measurable outcomes

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

Awards are given without any expectation for a return benefit to Johnson & Johnson. Under no circumstances are charitable awards contingent on the performance, receipt of services, or recommendation to use their products.

For Inquiries:

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