



Frequently Asked Questions: HealtheVoices Impact Fund 2025

Information on the Fund:

- Q: What is the HealtheVoices™ Impact Fund?**
- Q: Why was the HealtheVoices™ Impact Fund created with CFNJ?**
- Q: What are some past projects that have been funded?**
- Q: How large are the awards?**
- Q: Where can I go for more information?**

Application Process and Eligibility:

- Q: Who can apply for the HealtheVoices™ Impact Fund?**
- Q: I did not attend or participate in the HealtheVoices™ conference. Can I still apply?**
- Q: How do I apply?**
- Q: When does the application period open?**
- Q: When is the deadline to apply?**
- Q: When will recipients be announced?**
- Q: How are recipients chosen?**
- Q: Can an applicant submit a request for more than one project?**
- Q: Can I apply for an ongoing/existing program?**
- Q: Can I apply if I previously received an Impact Fund award?**

Demystifying the Application:

- Q: What do you mean by measurable outcomes?**
- Q: What are appropriate expenses to include in the project budget required in the application?**
- Q: Can you provide further clarity on what you mean by unmet need?**
- Q: Can you provide further clarity on what you mean by healthcare disparities?**



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 awards 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 inclusive patient communities, combatting stigma and isolation
- Provide education for patients on how to be an effective patient advocate

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

A: Since launching the HealtheVoices™ Impact Fund, we have funded 68 projects across 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 valued at \$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.



Application Process and Eligibility

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

A: Individuals:

- Must be 18+ years of age
- All health advocates who are U.S. citizens and based in the United States are welcome to apply. Advocates can live anywhere in the United States. 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 can be an individual or a 501(c)(3) organization
 - The requestor must attest that they do not expect to realize any personal financial benefit from the project

Note: Applications from Healthcare Professionals will be considered if the applicant can attest that seeking funding would not otherwise be undertaken as a component of their role as a clinician, cannot be used as a mechanism to garner business, and presents no conflicts of interest with their professional responsibilities. Applications from government officials will also be considered.

B: Non-profit Organizations:

- 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 a minimum operating budget (annual expenses) of \$15,000 but not more than \$250,000
 - Must be based in the United States

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: When does the application period open?

A: Applications will be accepted starting on Tuesday, May 6, 2025.

Q: When is the deadline to apply?

A: Tuesday, July 8, 2025 by midnight Eastern Time.

Q: When will recipients be announced?

A: No later than November 15, 2025.

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 advocate community
- Create inclusive patient communities, combatting stigma and isolation
- Provide education for patients on how to be an effective patient advocate

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 for an ongoing/existing program?

A: No, this project must be a new program or project.

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 by May 1, 2025.

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?

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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: A healthcare disparity is a difference between population groups in the way they access, experience, and receive healthcare. Factors that influence healthcare disparities include social, economic, environmental, and other disadvantages. As a result of these factors, individuals in these population groups may come late to diagnosis and thus their long-term survival outcomes may be decreased.¹

¹ <https://www.ncbi.nlm.nih.gov/books/NBK578532/>