



- Attend the 2024 Prize winners celebration event and alumni gathering to share learning from participation in the cohort and stories developed.
- Upon completion of the Prize Story Cohort, present stories, accomplishments, and impact of participation in the cohort on advancing your community's work to the Prize program team.

ELIGIBILITY

This competitive opportunity is open only to communities that are previous winners of the RWJF Culture of Health Prize (prior to 2023) that have continued any community effort associated with or evolving from efforts originally recognized by the Prize. Recognizing that people, organizations, and focus of local efforts shift and evolve over time, if the primary contact people or organizations have changed, the applicant must be able to connect the present to the past, describing how the current work connects to the collective effort of the original Prize-winning partnership.

To be eligible, applications must designate a local U.S. government entity or tax-exempt 501(c)(3) public charity operating within the community to receive the \$150,000 award.

SELECTION CRITERIA

Successful applicants must:

1. Reflect the breadth of work and collaboration happening across the community and across multiple sectors that reflect the spirit of the Prize focus and selection criteria (see Appendix);
2. Describe alignment of the ongoing work in the applicant community and the focus of the intended storytelling efforts with the spirit of the 2023 Prize and its selection criteria, especially criterion 1:
(see Appendix);
3. Demonstrate interest and ability to actively participate in the cohort over the 12-month period, with clear description of how participation will benefit the community's local change efforts. Please identify one person who will be consistently and actively engaged throughout the cohort;
4. Demonstrate that the proposed cohort participant plays a relevant role in the community to serve as a lead in driving storytelling efforts and local change efforts.

HOW TO APPLY

All applications for this funding opportunity must be submitted via the HRiA grantmaking portal. Visit this [webpage](#) for instructions and use the application link on the right-hand side.

Applicants will be asked to submit an essay, limited to four pages, with answers to the following:

1. How is your work connected to, or how has it evolved in relationship with the original organizations and efforts that were recognized by the Prize?
2. Describe the cross-sector work as it's currently playing out in your community (recognizing it has most certainly shifted and evolved since you were awarded the Prize). Describe how it aligns with the current Prize focus and selection criteria, specifically criterion 1:
3. Describe the storytelling efforts that you propose to advance through this funding/Cohort opportunity. Include a description of whether these storytelling efforts are ongoing and the value this funding/cohort opportunity would add, or if it would be new (either is fine).
4. Describe the audiences you are hoping to reach with this work, and what you want them to do differently. Include any local audiences and others that may be beyond your immediate community.



5. List and describe the organizations and people that would be involved in this funding opportunity, who would participate in the cohort, and to whom cohort participants would be connected (and how) to advance local storytelling work.
6. To the extent possible, describe potential types of communications and storytelling-related activities and resources that you anticipate or might want to consider. Note that these ideas are just a starting place and will be more fully developed as part of cohort participation with support from Spitfire.

BUDGET AND USE OF FUNDS

No formal budget is required as part of the application process and no formal expense reporting will be required. It is expected that the award be used to support cohort participation and expenses related to your community's storytelling efforts, including but not limited to staff, local travel, activities, tools, capacities, collateral, and resources. A general narrative summary of the elements, activities, and products the funding was used for will be expected upon completion of the cohort.

FUNDING DETAILS

Number of awards: Up to 10 awardees

Amount: \$150,000 per awardee

Payment of Award: The award will be paid in full to winners upon awardee selection and completion of the grant agreement with HRiA.

IMPORTANT DATES

November 28, 2023: Open for submissions

December 6, 2023: Informational webinar

January 16, 2024: Deadline for submissions

February 12, 2024: Notification of application status



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APPENDIX: 2023



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processes, track outcomes, and change course when necessary. This criterion recognizes the rigor and validity of culturally relevant forms of qualitative measurement; that many communities have experienced a historical lack of investment, which has resulted in insufficient data infrastructure and capacity; and that meaningful progress takes steps that are complicated to measure, such as the development of trusted relationships. Measuring and sharing progress is a form of embracing community accountability and requires local and cultural context.

ABOUT THE ROBERT WOOD JOHNSON FOUNDATION

The Robert Wood Johnson Foundation (RWJF) is committed to improving health and health equity in the United States. In partnership with others, we are working to develop a Culture of Health rooted in equity that provides every individual with a fair and just opportunity to thrive, no matter who they are, where they live, or how much money they have. For more information, visit www.rwjf.org.