

Robert Wood Johnson Foundation Culture of Health Prize Alumni Storytelling Cohort FAQ

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About the RWJF Culture of Health Prize Alumni Storytelling Cohort

Overview

What is the goal of the Prize Storytelling Cohort?

The Prize Storytelling Cohort is an opportunity to reengage alumni and share stories about what is possible when communities work to effectively address structural racism and other forms of discrimination to advance health equity. Highlighting these concrete stories of progress and solutions can motivate people to take action to advance health equity.

Who is administering funds? Is this a grant from HRiA?

HRiA is administering funds as part of the RWJF Culture of Health Prize program. It is a one-year grant from HRiA.

Is this a grant for future work or an award for previous work, like the Prize?

Funds are provided to awardees to support their ongoing or future local efforts related to storytelling and offset any potential costs incurred during their participation in the Prize Storytelling Cohort. It is not an award for previous work.

What contacts must we provide to participate in the application process?

Each community must have a **primary contact** and a **cohort participant**. The **primary contact** is the person who submits the application and is responsible for receiving information relevant to the application process from the Prize Storytelling Cohort team. The **cohort participant** is the sole dedicated representative chosen to participate and meet the expectations of the Prize Storytelling Cohort throughout the 12-month program. They will be the sole participant in the cohort. The primary contact and the cohort participant can be the same person.

Will only one person from each community be involved in the cohort?

Yes. The cohort participant will be the sole dedicated representative chosen to participate and meet the expectations of the Prize Storytelling Cohort throughout the 12-month program. In the spirit of collaboration and the Prize, the cohort participant will be responsible for communicating and sharing what they've learned with partners.

Is this a competitive process?

Yes. There will be up to 10 awards, and there are 55 Prize-winning communities. However, not every community will submit an application.

Where can I find the RFP and the application portal?

[Prize Storytelling Cohort RFP](#)
[Prize Storytelling Cohort Portal](#)

Funding

Are these funds unrestricted?

No. 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.

Will the funding go to one organization?

Yes, HRiA will disperse the funding to a single organization. That organization will be responsible for distributing the funding to any partners as they determine appropriate.

Is there an expectation that money is split across organizations or within a partnership?

We recommend that the applicant organization divide the award in ways that support participation and expenses related to your community's storytelling efforts. However, the winning organization decides how to use the funds.

Can we use funds to pay people to record their own stories?

Yes. The award should 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.

Does the funding need to go to the organization that originally applied for the Prize?

No, but the primary contact must describe how their organization's current work connects to the collective effort of the original Prize-winning partnership. This is an opportunity for communities that won the RWJF Culture of Health Prize prior to 2023 and have continued any efforts associated with, or evolving from, their Prize-winning work.

Is this an annual award?

No, it is not an annual award. It is a onetime grant.

What Does the Application Process Entail?

Logistics

What is the application timeline?

Submission Period: November 28, 2023, through January 16, 2024, by 1:59 p.m. EST.

Creating a grantmaking/online application portal account

Completing an application (there is an option to save and return to complete)

Includes an essay

Submitting before 2 p.m. EST on January 16, 2024

Applications submitted after 2 p.m. EST will not be considered

Notification of applicant status: week of February 12, 2024

Virtual interviews with finalists: week of March 4, 2024

Notification of selected participants and start of cohort: April 2024

Should only one organization from each Prize-winning community apply?

It is recommended that a single application from each alumni community be submitted. We encourage people within each alumni community to talk with one another since this is a competitive opportunity. We will not select multiple winners from one alumni community to participate in the Prize Storytelling Cohort. However, we will not disqualify communities if there are multiple applications from a single community.

Does my organization need to be one of the initial applicants that received Prize funding when awarded as a Prize winner to apply for the Cohort?

No, but you must describe how the current work connects to the collective effort of the original Prize-winning partnership.

Is this an application that must be completed in one sitting?

No. You have the option to start your application, save it and return to complete it. You do not have to complete it in one sitting. Please select [The RWJF Culture of Health Prize Alumni Storytelling Cohort](#) to visit the portal.

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Your application should include *some* description of your story and your Prize-winning work. You should also describe what your community has done since winning the prize. You should relate it to the prize criteria 1, especially around challenging structural racism, and consider how it reflects the criteria on this year's prize.

Will our application be judged against the six new Prize criteria?

Yes. A successful application will describe how the ongoing work in the applicant community and the focus of the intended storytelling efforts align with the spirit of the 2023 Prize and its selection criteria, especially criterion one

