

## Robert Wood Johnson Foundation – Leadership and Management of the RWJF Culture of Health Prize

**From:** Office of Foundation Relations  
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**Website:** <https://www.rwjf.org/en/library/funding-opportunities/2021/leadership-and-management-of-the-rwjf-culture-of-health-prize.html>  
**Submission Limitations:** N/A  
**Foundation Deadline:** **Funder Deadline June 30th, 2021, 3:00 p.m.**

### Opportunity Details:

A Culture of Health recognizes that where we live—such as our access to affordable homes, quality schools, good jobs, reliable transportation, and safe neighborhoods—affects how long and how well we live, and that improving health and well-being requires collective efforts to create the conditions to ensure all residents have a fair and just opportunity for health. The coronavirus pandemic’s health and economic effects; civil unrest in response to racist police violence; and growing inequities across the nation underscore the importance of community conditions and collective efforts so that everyone in the United States has a fair and just opportunity for health.

In this next phase, the program will recognize communities at the forefront of advancing health, opportunity, and equity and use this recognition to:

- Elevate community experiences and stories that emphasize the structural, place-based barriers to opportunity—including structural and institutional racism and other structural barriers to healthy, equitable communities—and how communities are overcoming them, such as through policies and practices;
- Promote the importance of place to health equity and racial equity and the principles of community power, policy and systems changes, and measuring and sharing progress; and
- Catalyze and inspire leaders and organizations to take action on the structural, place-based barriers to healthy, equitable communities. Important audiences include individuals and sectors that plan, build, finance, govern, and organize local communities—both those in Prize-winning communities and those in non-winning communities.

### Eligibility and Selection Criteria

Applicants may be public entities; nonprofit organizations that are tax-exempt under Section 501(c)(3) of the Internal Revenue Code; or for-profit organizations. The Foundation may require additional documentation as part of its due diligence prior to contracting, such as, but not limited to submitting financial statements, completing a financial/organization questionnaire, and other follow-up, as needed.

Applicants will be selected based on the following qualities:

- Experience with narrative change strategies, such as but not limited to campaigns, strategic communications, and influence strategies.
- Prize activities—including selection, celebration, and promotion activities—that provide clear rationale on how they will translate to adoption of program messages with key audiences, or other ways of measuring changes in narrative and catalyzed action.
- Commitment to equity, diversity, and inclusion and evidence in their own organizational practices and relationships, including relationships with organizations leading local change and working to shift power.
- Understanding of the multiple and structural determinants of health equity and racial equity, as well as of community-led strategies for social change.
- Track record of successful engagement with different types of geographic communities, cultures, and change-makers.
- Work plan that reflects responsibilities outlined in the section “Responsibilities of the Next Lead Organization.”

## Key Dates

- April 21, 2021 (3 p.m. ET)

Optional applicant webinar. You must register through this [link](#)

- June 30, 2021 (3 p.m. ET)

Deadline for receipt of full proposals.

- Mid-September 2021

Virtual discussions with selected finalists.

- November 1, 2021

Planning contract start date

## Total Awards

Based on the results of this RFQ, one organization will be awarded a planning contract and, if successfully completed, an implementation contract. As part of this RFQ, we ask the applicant to provide an estimated \$4 million to \$6 million budget over 27 months. The applicant should separate this budget amount into the two phases of work: planning (November 1, 2021–August 31, 2022) and implementation (September 1, 2022–January 31, 2024) periods. This amount may be negotiated with RWJF, and additional justification and documentation may be required for contracts at the higher end of this range.

**Application Components:** Applicants are encouraged to work with the Office of Foundation Relations before final submission to the sponsor.