**Robert Wood Johnson Foundation (RWJF) Culture of Health Prize**

**Alumni Storytelling Cohort Proposal**

\* Indicates required

**GENERAL INFORMATION**

RWJF Culture of Health Prize alumni community name\*

*Drop down menu*

State in which your community is located\*

*Drop down menu*

What year was your community awarded the Prize?

*Drop down menu*

**Primary Contact for Your Application** (Proposed Cohort Participant/Project Lead)

*\* Indicates required*

Email \*

Confirm Email \*

First Name \*

Last Name \*

Suffix

Organization Name \*

Position/Title \*

Organization Type \*

Address \*

Address (line 2)

City \*

State / Territory \*

Zip / Postal Code \*

Phone Number \*

Extension

**Applicant Organization to Receive the Grant and Organization’s Tax Verification**

*\* Indicates required*

Organization \*

Unit

Address \*

Address (line 2)

City \*

State / Territory\*

Zip Code + 4-digit extension \*

Phone Number \* Phone Extension    
Applicant Organization Tax ID (Employer ID Number)

To be eligible, applicants must designate a local US governmental entity or tax-exempt 501(c)(3) public charity operating within the community to accept the grant. \* If the organization listed above is not one of these, do not proceed with completing the application.

**Essay Instructions (Do not delete)**

Proposal narrative:

* Single-spaced, 11-point font in Times New Roman.
* No more than 4 pages.
* Include community name, state, and application ID# in the document header.
* Submit essays as a PDF.

Please describe your proposed effort, and how it would contribute to both local progress as well as a collective national effort, by answering the following questions in an essay of up to four pages.

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: *Addressing structural racism and other structural injustices to create conditions that advance health equity*.
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) *Note: this will be something that the cohort participant will evolve in partnership with Spitfire and your*

*community partners over the course of the cohort, so this response is not meant to set things in stone, but to offer a starting point.*

1. 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. *Note: this will be something that the cohort participant will evolve in partnership with Spitfire and your community partners over the course of the cohort, so this response is not meant to set things in stone, but to offer a starting point.*
2. List and describe the organizations and people that would be involved in this funding opportunity, who would participate in the cohort, and who cohort participants would be connected to (and how) to advance local storytelling work.
3. 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.