

CFP: Pioneering Ideas – Exploring the Future to Build a Culture of Health

OVERVIEW

The Robert Wood Johnson Foundation (RWJF) has an ongoing Call for Proposals (CFP) to support its program, *Pioneering Ideas: Exploring the Future to Build a Culture of Health*. The CFP seeks applications that address any of the following four focus areas of the RWJF Pioneer team:

- Future of Evidence
- Future of Social Interaction
- Future of Food
- Future of Work

Applications will also be accepted outside of these areas under the category of “Open Exploration” if the relevant proposal offers a unique approach to advancing health equity.

The full CFP is available [here](#). Applications are accepted year-round on an ongoing basis.

FUNDING

There is no explicit range for budget requests; however, the average grant in 2019 was \$315,031. Applicants should request the amount of funding required to complete the proposed project, including direct and indirect costs. Funding may be used for:

- Project staff salaries;
- Consultant fees;
- Data collection and analysis;
- Meetings and supplies;
- Project-related travel;
- Other direct project expenses, including a limited amount of equipment; and
- Indirect costs to support operations.

Funding may not be used to:

- Support clinical trials of unapproved drugs or devices;
- Construct or renovate facilities;
- Lobbying or political activities; or
- Substitute funds currently being used to support similar activities.

Grant periods are flexible, but generally range from 1-3 years.

ELIGIBLE APPLICANTS

Preference for funding will be given to not-for-profit 501(c)(3) organizations. Lead applicants must be based in the United States, but applications may include international collaborators.

Applicants may submit multiple proposals, provided that each proposal represents a unique project.

APPLICATION

Proposals will be evaluated based on the following criteria:

- *Strength of health equity focus*: how will this project increase opportunities for everyone to live the healthiest life possible?
- *Strength of insight*: how will this project help anticipate, adapt to, and influence the future in 5-15 years?
- *Strength of idea*: how will this project be pioneering?

Timeline

Proposals are accepted year-round on a rolling basis. Applicants will submit a brief proposal with a project description and preliminary budget. Select applicants will be invited to submit a full proposal, which will include a detailed budget, budget narrative, and additional information.

Questions may be submitted to pioneeringideas@rwjf.org.