

2009–2010 Call for Nominations

Brief Nomination Deadline

October 15, 2009



Robert Wood Johnson Foundation

Robert Wood Johnson Foundation Community Health Leaders

Purpose

The *Robert Wood Johnson Foundation Community Health Leaders* (CHL) program each year honors 10 outstanding and otherwise unrecognized individuals who overcome daunting odds to improve health and health care, especially to underserved populations in communities across the United States. The program aims to elevate the work of these unsung heroes through enhanced recognition, technical assistance and new leadership opportunities.

Eligibility Criteria

We identify Community Health Leaders through a nomination and review process. To be considered for a CHL award, a nominee must:

- be accomplished in the field of community health at the midcareer level, with a three- to 10-year record of accomplishment;
- have created or substantially enhanced a health or health-care initiative that improves access to and quality of care or services in his or her community (e.g., broadened the reach of an established program; worked against conventional wisdom to establish a new initiative; or changed the perception of a critical health issue);
- have positively affected a significant number of people in the targeted community;
- not have received significant national recognition for their work;
- be a citizen or permanent resident of the United States or its territories at the time of the full nomination; and
- be affiliated with a public or nonprofit organization that is tax-exempt under Section 501(c)(3) of the Internal Revenue Code.

Please note: While we are aware that many health professionals are serving vulnerable populations, we are seeking community health leaders who have made extraordinary contributions in their community, beyond the requirements of their job.

We do not expect high-ranking health care employees, senior level officials and professional fundraisers to be competitive candidates.

Selection Criteria

Criteria used to assess nominees will include:

Accomplishments: Achievements in the area of community health during the period that the nominee has been directly affiliated with the initiative or project for which s/he is being nominated. Please describe the journey the nominee has traveled toward his/her accomplishment and the obstacles overcome.

Innovation: Demonstrated ability to break new ground with regard to services, target population or implementation of new ideas.

Collaborative Leadership: Demonstrated ability to successfully engage diverse stakeholders.

Systems Change: Demonstrated ability to place health care concerns into a larger context (i.e., community, regional, national, political, socioeconomic).

Impact: The number of people affected by the nominee's efforts; the positive effects of the nominee's work on improving quality of life; and the potential future reach and impact of the initiative.

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Key Dates and Deadlines

- **October 15, 2009 (5 p.m. ET)**
Deadline for receipt of brief nominations.
- **November 24, 2009**
Nominators notified if their candidates are selected to move to the full nomination stage.
- **January 8, 2010 (5 p.m. ET)**
Deadline for receipt of full nominations.

Inquiries

Inquiries should be directed to Helen Dundas at hdundas@rwjf.org.
Phone: (609) 627-5809

www.communityhealthleaders.org

We encourage all applicants to read the complete details about the program found in the call for nominations brochure at

[www.rwjf.org/cfp/
communityhealthleaders](http://www.rwjf.org/cfp/communityhealthleaders).

For information about funding opportunities from the Robert Wood Johnson Foundation visit Grants at www.rwjf.org.

Sign up to receive Funding Alerts on upcoming calls for proposals at www.rwjf.org/services.



Resiliency: Determination in the face of great challenge and the ability to transform obstacles into constructive action to improve or enhance the health of his or her community.

Inspiration: Ability to inspire others to follow him or her and to mentor and develop future leaders.

Level of Recognition: Received limited national recognition for his or her work.

Career Status: Midcareer and/or mid-level manager with a three- to 10-year record of accomplishment. This award is not meant to be a capstone achievement for a person nearing retirement.

In addition to the criteria listed above, our goal is to ensure geographic, ethnic and professional diversity among the CHL awardees.

Total Awards

We will make 10 awards in the amount of \$125,000 each for the 2010 award cycle.

Use of Grant Funds

Each award is \$125,000. The recipient receives \$105,000 to designate to his or her affiliated organization for use in developing or enhancing a project that furthers the CHL awardee's work. The awardee and RWJF staff will develop a budget for the project. The designated leader receives \$20,000 as a direct award for his/her accomplishments. The remaining funds awarded to the organization may be used for staff salaries, consultant fees, data collection and analysis, meetings, supplies, project-related travel and other direct project expenses. In keeping with RWJF policy, award funds may *not* be used to subsidize individuals for the costs of their health care, to support clinical trials of unapproved drugs or devices, to construct or renovate facilities, for lobbying or as a substitute for funds currently being used to support similar activities.

How to Apply

The CHL selection process includes three stages:

Stage 1: Brief Nomination

A nominator must submit a brief nomination that succinctly describes how the prospective CHL inspires others, highlights a significant example of his or her leadership and describes his or her program or service. All brief nominations must be completed online at www.communityhealthleaders.org.

Note: A nominee may not nominate her/himself or be a relative of the nominator.

Stage 2: Full Nomination

We will invite a select number of nominators to submit full nominations. We will include instructions for completing the full nomination with the invitation.

Stage 3: Site Visits

Members of the CHL national advisory committee (NAC), and staff from the CHL NPO and RWJF will conduct one-day site visits to meet the finalists to learn more about them and their work. We will use this information—coupled with the final nomination materials—to make final award recommendations.

RWJF does not provide individual critiques of nominations submitted. The CHL NAC reviews nominations and makes recommendations to Foundation staff. RWJF makes all final award decisions.

www.communityhealthleaders.org