

Grantee Reporting and Communications Guide

November 2020

A NJHI Grantee Reporting and Communications Guide

Overview

As a statewide grantmaking program of the Robert Wood Johnson Foundation, one of New Jersey Health Initiatives' roles is to support your work toward building healthier communities across New Jersey. While you will receive occasional guidance, communications and inquiries from the Robert Wood Johnson Foundation, it is important for you to understand that as a grantee through the NJHI national program office, **NJHI is always your primary point of contact**. This resource builds on the Grant Announcement guidelines you received at the start of your grant, and will help answer questions that can arise as you develop and implement a communications strategy about your project, specifically about:

- **Grantee Reporting:**
 - Submitting your annual and final narrative and financial reports through the Grantee Hub, and referencing RWJF Annual and Final reporting guidelines
 - Submitting communications materials and other work products *first* to NJHI, *then* to RWJF through the Grantee Hub
 - How to Request a Budget Revision or Award Extension
- **Highlighting Your Work and Milestones**
 - Acknowledging NJHI and RWJF support in marketing materials throughout your project
 - Developing press materials and coordinating media interviews with NJHI throughout your project
 - Using the NJHI Grantee Directory to connect with fellow grantees and NJHI across social media

In addition, this guide directs you to the Foundation's policies regarding lobbying and advocacy activities.

Upon receipt of your grant, any announcement of your grant award must be reviewed by NJHI prior to its release. After that initial approval, we are available to review any additional materials you develop that mention our name or that of the Robert Wood Johnson Foundation. Send your materials for review to either of these NJHI program office contacts:

Jemmell'z Washington, Communications Specialist: jwashington@njhi.org
Diane Hagerman, Deputy Director of Programs: hagerman@njhi.org

Allow three working days for approval.

We encourage you to reach out to us with your working ideas as early as possible. NJHI program staff may require revisions to your materials at any time, even after they have been published.



Grantee Reporting

As a grantee through the NJHI national program, you will submit your reports to the Foundation through the RWJF Grantee Hub, a self-service web site where you may view grant-related information, submit annual and final narrative reports, input expenses and submit products previously shared with NJHI. To access the Grantee Hub, go to <https://my.rwjf.org>, and enter your ID (email address) and password that you received from the Foundation. If you experience technical issues, contact the NJHI program.

[Click here](#) to view the RWJF *Annual* Narrative Reporting Guidelines, and [click here](#) to view the RWJF *Annual* Financial Reporting Guidelines. In both instances, **you should submit your reports to the Foundation through the RWJF Grantee Hub**. Once in the Grantee Hub, you will be able to upload your narrative reports. You will not be able to upload your expenditures. You will need to input your expenditures in the area provided.

As your award draws to a close, reference the RWJF *Final* Narrative Reporting Guidelines [here](#), and the RWJF *Final* Financial Reporting Guidelines [here](#).

All reports are due 60 days after the grant end date.

Required Submissions, RWJF Standards, and the Grantee Hub:

As discussed above, all NJHI grantees are required to submit annual and final narrative and financial reports in accordance with RWJF's Standards and Guidelines. Grantees wishing to include communications or other work products already submitted to NJHI through other means will need to reference RWJF's Grantee Resources tab, located within the Grantee Hub, and adhere to the guidelines provided there.

[Click here](#) to view the RWJF Grantee Products guidelines in their entirety, or use the links below to browse the standards by topic.

- RWJF Grantee Products: [About Grantee Products](#)
- RWJF Grantee Products: [The Value of Grantee Products](#)
- RWJF Grantee Products: [What to Submit](#) – Advertisements, Articles, Books, Charts, Commentaries, Documentaries, Evaluations, Grantee Profiles, Grantee Web sites, Issue Briefs, Journal Articles, News Releases, Polls, Presentations, Print or Internet coverage, Proceedings, Promotion or Communication, Reports, Speeches, Surveys, Testimonies and Toolkits
- RWJF Grantee Products: [What Not to Submit](#)
- RWJF Grantee Products: [Special Handling](#)

Because we are focused on capturing and amplifying the stories of communities working to build a Culture of Health here in the Robert Wood Johnson Foundation's home state, NJHI is more lenient in our definition of "work products" and therefore, requests grantees submit more or different work products than RWJF.

The NJHI program should *always* be the first destination for any work products or updates throughout your project. Whenever you are preparing a submission for RWJF, *first* confirm that NJHI is aware of the work and relevant products. If not, refrain from submitting the materials to RWJF until you have shared them with NJHI through email or as otherwise directed.



Optional, but Encouraged Submissions:

NJHI grantees should submit grant products, including communications materials, throughout the year. The NJHI program welcomes the following at any time:

Grantee Blog posts through WordPress or email.

Photos, logos or other art through WordPress, a file-sharing app such as Dropbox, OneDrive 365 or Google Drive, or email.

Drafts of potential posts for the RWJF Leadership Network on LinkedIn through email.

Presentations, video or audio clips, resources or other work products through email or links.

If you have questions, would like details about any of these, or are interested in sharing materials not covered here, contact Jemmell'z Washington at jwashington@njhi.org or Diane Hagerman at hagerman@njhi.org.

Once your submission is received by NJHI, it is essential that you consult RWJF's Grantee Resources tab, located within the Grantee Portal, and adhere to the Foundation's more precise guidelines for the product types the Foundation accepts. As an example, blog posts written for the NJHI Grantee Blog, and any accompanying photos or videos, qualify as work products to be submitted to the NJHI program. After submitting a blog post to NJHI for review through WordPress, you would then need to consult RWJF's Grantee Resources portal for guidance on submitting the published blog post as a work product through the RWJF Grantee Hub.

A Special Note about Photography: The NJHI program is continually seeking opportunities to promote our grantees' work. Photos and videos are great tools in building awareness of your work. When sharing your photos with NJHI, it is necessary to ensure that any individuals in the photos have granted their permission.

As a NJHI grantee, we can provide photo release templates that you may use to obtain permission from the persons in any photos you take. These forms are only for your use if your organization does not have an established practice. If your organization has its own photo release forms, then please continue to use those. NJHI requires grantees to maintain their own photo release records, and be able to provide documentation upon request.

RWJF maintains its own Submission Guidelines for photography under Product Type: Communications or Promotion. View those guidelines [here](#).



Requesting a Budget Revision or Award Extension:

Request a **budget revision** by sending an email to Milton Ellis, NJHI Deputy Director of Operations, at mellis@njhi.org and Diane Hagerman, NJHI Deputy Director of Programs, at hagerman@njhi.org with the information outlined in [these RWJF Budget Revision Requirements](#). NJHI will respond to your email, and if your request is approved, NJHI will forward the final budget revision to RWJF. **Do not request a budget revision, or submit a copy of your request, directly to RWJF or through RWJF's Grantee Hub.**

Request an **award extension** by sending an email to Milton Ellis, NJHI Deputy Director of Operations, at mellis@njhi.org and Diane Hagerman, NJHI Deputy Director of Programs, at hagerman@njhi.org with the information outlined in [these RWJF Award Extension Request Guidelines](#). NJHI will follow up with you accordingly. **Do not request an extension, or submit a copy of your request, directly to RWJF or through RWJF's Grantee Hub.**



Lobbying and Advocacy:

RWJF is classified as a private foundation under the Internal Revenue (IRS) Code, which means it is prohibited from lobbying activities or providing grant funds that are earmarked for lobbying. The definition of “lobbying” for the purpose of the IRS rules is different than other definitions of “lobbying,” and for these purposes, lobbying covered by the prohibition can take two forms: direct lobbying or grassroots lobbying. Click below to view RWJF guidelines regarding lobbying and advocacy activities:

- [Prohibited and Permissible Activities](#)
- [Non-Partisan Research](#)
- [Requests from Policymakers](#)
- [Speaker Guidelines for RWJF-Sponsored Events](#)
- [Additional Resources](#)

As your work evolves, please do not hesitate to reach out to NJHI with any questions.



Highlighting Your Work and Milestones

New Jersey Health Initiatives and the Robert Wood Johnson Foundation have the following rules for written press releases, media advisories, blog posts on web sites other than *njhi.org*, social media posts and similar materials:

1. Accuracy in stating the dollar amount of your grant is important. Please be conservative when rounding the number.

* If your grant is an odd figure, such as \$132,021, you may say your grant is for \$132,000.

* A grant in the amount of \$135,000 cannot be stated as \$150,000.

2. Accuracy in stating the recipient of your grant is also important.

* You are expected to use the name of the organization as it appears on the check from the Foundation as the grantee.

* For example: if “Community Hospital” is the grantee, you may not announce that the “[name] program” received a grant from the Robert Wood Johnson Foundation through its New Jersey Health Initiatives program.

* Once you name the grantee organization, you should state that the money will be used for the “[name] program.”

3. In your headline and copy you should not say you “won” this award. We prefer: “awarded” or “received” in reference to your grant award.

4. Be sure to reference the New Jersey Health Initiatives program in all releases and announcements. After the first use of the name New Jersey Health Initiatives, you can abbreviate it using NJHI.

5. After the first use of the name Robert Wood Johnson Foundation, you can abbreviate it using RWJF or “the Foundation.”

6. We encourage you to boost your program and honor your partner agencies. When acknowledging RWJF’s support through NJHI in your announcement, please use the following language to describe the Foundation and NJHI:

Use the following language to describe NJHI:

New Jersey Health Initiatives is a statewide grantmaking program of the Robert Wood Johnson Foundation. Established in 1987 to honor the New Jersey philanthropic legacy of RWJF’s founder, Robert Wood Johnson II, NJHI supports innovations and drives conversations to build healthier communities through grantmaking across the Foundation’s home state of New Jersey. To meet the many health needs of our state’s diverse populations, regions and communities, the NJHI national program encourages collaboration across sectors to foster deep relationships committed to long-term change affording all New Jerseyans the opportunity to live the healthiest life possible. Learn more about NJHI at njhi.org, and follow us on Twitter at twitter.com/NJHI or on Facebook at facebook.com/newjerseyhealthinitiatives.

Use the following language to describe RWJF:

For more than 45 years the Robert Wood Johnson Foundation has worked to improve health and health care. We are working alongside others to build a national Culture of Health that provides everyone in America a fair and just opportunity for health and well-being. RWJF has invested more than \$1.2 billion in New Jersey since 1972. For more information, visit www.rwjf.org. Follow the Foundation on Twitter at www.rwjf.org/twitter or on Facebook at www.rwjf.org/facebook.

Avoid using the NJHI or RWJF logo in press materials. Additional branding and logo guidelines are provided in the next section of this document.

Quotes and Interviews

It is difficult for RWJF and NJHI to participate in local events, however, NJHI should be made aware of upcoming events that are relevant to your project. NJHI will collaborate with you to maximize any potential media opportunities. We do this in the following ways:

- When a reporter, editor, or other media representative asks us about your work, we will refer them directly to you. In exchange, we ask that you direct any questions about NJHI’s or RWJF’s mission and work to us.
- We can provide quotes about NJHI and RWJF and your program/project/event that you may use in your release to help put your program in a statewide context.



- We can coordinate a brief phone interview with NJHI program director Bob Atkins, another NJHI representative, or a RWJF representative (For example: if a reporter, blogger or podcast host would like an interview with an NJHI or RWJF representative, schedule it through Diane Hagerman at (856) 225-6728, or Jemmell'z Washington at (856) 225-6735).

Clips

- If an editor or producer is able to confirm an air date or publication date in advance, please alert NJHI and if possible, include the host's or media outlet's social handles. We will promote the anticipated coverage with our partners and colleagues as is appropriate. You should also announce the forthcoming coverage in the learning collaboratives with your fellow NJHI project directors. If you need assistance with networking or sharing your announcement, please reach out to us.
- Remember to share your media coverage with us immediately after it is published. Please also keep in mind, news outlets often publish coverage as exclusive content available only to subscribers. Outlets also move their content behind a paywall after a predetermined amount of time, or might retire the link.
- If you have photos, audio links, video clips, or other URLs or files, please share them with us.

The NJHI program will make every effort to amplify the coverage, and to add clips to your project page on the NJHI web site.

Brand/Logo Guidelines

It is our standard practice that grantees not use the NJHI or RWJF logo on any promotional or other materials they might develop—including digital media or apparel. Grantees' marketing materials should not include the NJHI or RWJF logo. Requests to use the NJHI or RWJF logo will be reviewed on a case-by-case basis.

In regard to printed materials such as flyers, brochures, etc., you are welcome to use either of the following statements to acknowledge NJHI and RWJF support for your work:

- Support for this [program/project/conference/event] was provided by a grant/funding from New Jersey Health Initiatives, a statewide grantmaking program of the Robert Wood Johnson Foundation.
- Support for this [program/project/conference/event] was provided in part by a grant/funding from New Jersey Health Initiatives, a statewide grantmaking program of the Robert Wood Johnson Foundation.
- [Grantee organization name] is a grantee of New Jersey Health Initiatives—a statewide grantmaking program of the Robert Wood Johnson Foundation.



Social Media

We hope you find [this NJHI Grantee and Partner Directory](#) of all current and recent projects' social media handles, project directors' and partners' contact information, and affiliated hashtags useful in your work. As you implement your communications strategy, please update your own project's contact information in this shared document. In addition, we encourage you to browse and share your fellow NJHI grantee communities' updates to foster shared learning and create a vibrant, statewide narrative of advancing health and health equity.

In addition, we offer a Social Media Primer developed specifically for NJHI grantees. Originally a resource for our *Communities Moving to Action* grantees, the primer was expanded and updated for our *Next Generation Community Leaders* cohort of grantees.

- *NJHI: Communities Moving to Action* grantees, *NJHI: Upstream Action Acceleration* and *NJHI: Small Communities Forging Hyperlocal Data Collaboratives* grantees can access [this edition of the Social Media Primer](#).
- *NJHI: Next Generation Community Leaders* grantees are encouraged to reference [this edition of the Social Media Primer](#), in addition to our [companion guide for coaches](#).

NJHI Channels and Handles

Twitter: @NJHI_
Facebook: @NewJerseyHealthInitiatives
LinkedIn: New Jersey Health Initiatives

NJHI Program Staff Social Media Handles

NJHI Director, Bob Atkins
Twitter: @BobAtkins_
LinkedIn: Bob Atkins

NJHI Deputy Director of Programs, Diane Hagerman
Twitter: @dbhags52
LinkedIn: Diane Hagerman

NJHI Communications Specialist, Jemmell'z Washington
Twitter: @Zachmet
LinkedIn: Jemmell'z Washington

NJHI Program Coordinator, Jaquelyn Ibarquen
Twitter: @JI_NJHI

*NJHI consultants' and expert advisors' social media handles can be found in the [NJHI Grantee and Partner Directory](#).