

Shifting Narratives Funding Opportunity Frequently Asked Questions

Q: What are the Eligibility Requirements for this Funding Opportunity?

Health Forward's general eligibility guidelines can be found [on our website](#).

Additionally, to be eligible for the Shifting Narratives funding opportunity, your application must detail how you will pursue narrative change related to Health Forward's purpose: to support and build inclusive, powerful, and healthy communities characterized by racial equity and economically just systems.

Organizations whose work also aims to shift narratives related to Health Forward's [purpose areas \(Platform, People, Power, Place\)](#) will be given greater consideration in the review process.

Q: Will I need to use the Healthy Communities Message Manual in my proposed work?

Yes. While the **Healthy Communities Message Manual** is intended for use by all Health Forward partners, funded and unfunded. Successful applicants for this funding opportunity will be expected to explain how they will incorporate it into their proposed work — especially the narrative framework and one-minute message concepts.

Applicants are not required to adopt the manual word for word or in full. Instead, it should serve as guidance, with the understanding that each organization's messaging must be tailored to its audiences and networks in ways that feel authentic and resonate with those groups.

Q: How should we use the audience segments in the Healthy Communities Message Manual?

The audience segments are designed to help tailor communications and build broader support for a more inclusive, powerful, and healthy region. They show which groups of people may be most persuadable, but they are not all the same — and not every segment will be the right audience for your proposed work.

The audience segments are especially useful in answering the question, *“Who is our audience for this?”* When someone says “everyone,” the segments give guidance on how to narrow your audience and to shape your messages so they resonate.

We do want applicants to keep the segments in mind as they frame their work, but it’s important to remember that the Message Manual — including the audience segments — was not created just for this funding opportunity. Its main purpose is to serve as a shared language and resource for all Health Forward partners, and it’s meant to be used widely across our network.

Q: Where can I find the Healthy Communities Message Manual?

All application resources are available on our Shifting Narratives [funding opportunities page](#).

Q: What is the average award amount for this opportunity?

There is no set average award amount. Health Forward has allocated \$1 million toward this funding opportunity, to be spread across multiple organizations. We aim to support 8–12 organizations in this funding round. Individual award sizes will vary based on the scope and scale of the proposed work.



Q: Why are you not funding media organizations through this opportunity?

We remain committed to funding and partnering with local media organizations, and we fully recognize the impact of their work. We currently support media organizations in a variety of ways elsewhere in our portfolio of funded partners. Those relationships will continue. This opportunity is focused on supporting non-profit organizations outside of media in their work to shift narratives.

Q: What is the term of the funding award?

We understand narrative change is a long-term proposition. In this first iteration of funding, we will provide one-year awards as we learn and grow in this space to inform our future support of narrative change.

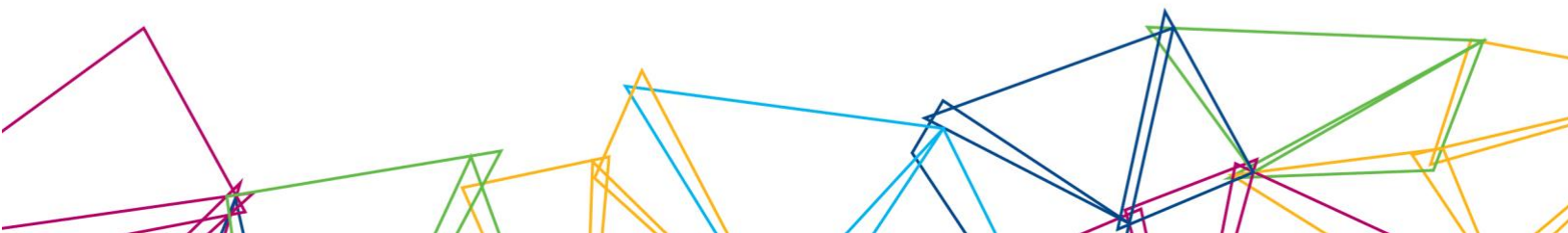
Q: Are there limits on organization size to be considered for funding?

No. Organizations of any size are eligible to apply.

However, with all organizations — large and small — the organizational capacity to do this communications-focused work will be a key factor in determining which organizations to award.

Q: Are there limits on the proposed project budget compared to an organization's annual operating budget?

No, there are no limits on project budgets compared to organizational budgets. Additional questions may arise as part of our due diligence when determining award size.



Q: If we are a current nonprofit partner, are we eligible to apply?

Yes. Current nonprofit partners are eligible to apply.

Q: Can we apply as a coalition?

Yes. Coalitions may apply, but one organization will need to serve as the primary applicant, completing all application questions on behalf of the entire coalition.

Q: If selected for an award, must the organization submit a report?

Health Forward makes most of its awards through unrestricted gifts, which do not require formal reporting. However, many organizations choose to submit reports to share the outcomes of their work and how our funding was used. We welcome and review these reports as part of our ongoing learning and understanding. However, in limited circumstances, namely when funding non-501(c)(3) organizations or government and quasi-governmental entities, awards may be through grant.

In addition to any reports, we may use surveys, check-ins, and site visits to gain further insights into the work supported by our funding.

