

Healthcare Georgia Foundation: Building the Field of Health Advocacy

Healthcare Georgia Foundation is working toward a Georgia in which all people have the opportunity to attain their fullest potential for health. With community at the heart of everything we do, the Foundation's evolving direction sets forth an exciting opportunity to significantly increase our impact on health disparities in our state. Our team builds bridges and creates coalitions across sectors and communities, working to inspire and promote collective action that advances health equity for all Georgians.

We recognize that effective, lasting systems change requires advocacy that elevates the voices, stories, and experiences of Georgians. Georgians currently benefit from a strong field of advocacy organizations doing this work on behalf of and in partnership with people and communities across our state. The Foundation is committed to strengthening the field of advocates and to supporting organizations' efforts to empower communities to influence decision makers and create urgency around changes needed to advance health equity in Georgia.

Through the Building the Field of Health Advocacy program the Foundation aims to support projects that:

- ❖ Identify emerging opportunities to advance health equity in Georgia at the systems level either locally or statewide
- ❖ Elevate community voices to educate decision-makers on health-related issues of importance to communities
- ❖ Bolster the capacity of nonprofit organizations to engage in effective advocacy efforts including research, policy development, coalition building and mobilization, community engagement, and strategic communications
- ❖ Strengthen the overall field of health advocacy

Please note that funds received via this grant program cannot be used for lobbying. Guidance on what is considered lobbying can be found in this resource from Alliance for Justice.

Document Link: <https://bolderadvocacy.org/wp-content/uploads/2022/01/PRACTICAL-GUIDANCE-GA-Lobbying-2022.pdf>

Key Application Dates

Application Informational:	August 31, 2023 1:00 PM-2:00 PM
Application Deadline:	September 29th
Grant Period:	December 2023- December 2024

Funding Criteria:

The Foundation anticipates investing a total of \$1.2 million to support advocacy efforts aimed at advancing health equity in Georgia. Organizations can apply for up to \$75,000 for projects that are up to 12 months in duration. Recognizing that proposed projects may deploy a variety of strategies and approaches, proposed budgets should be appropriate for the project plan. Priority will be given to projects that incorporate partnership with other organizations and community voice, use a racial equity lens to inform their work, demonstrate an understanding of influencing systems change, and reflect prior experience in advocacy and policy work. The Foundation will seek diversity in topics proposed, geographic focus, size of the organization, and other critical factors.

Eligibility Criteria:

- ❖ Be a tax-exempt public charity as qualified by the IRS, under Sections 501(c)(3). Applicants can apply with a fiscal agent or sponsor if needed.
- ❖ Work in Georgia on behalf of Georgians.
- ❖ Align with the mission, vision and values of Healthcare Georgia Foundation.

Project funds can be requested for the following:

- ❖ Salaries/benefits for staff for project-specific activities
- ❖ Project-related equipment
- ❖ Other direct expenses
- ❖ Consulting fees
- ❖ Grant-related travel
- ❖ Indirect expenses (maximum of 10% of total direct costs)

Project funds cannot be used for:

- ❖ More than one application per organization
- ❖ Capital campaigns or renovations
- ❖ Activities that exclusively benefit the members of sectarian or religious organizations
- ❖ Grants or scholarships to individuals
- ❖ Event sponsorships
- ❖ Existing deficits or retroactive funding

Application Requirements:

All applications must be submitted through the Foundation's Online application system. Applicants will be prompted to upload the following documents:

Proposal Narrative:

Please provide a narrative in the form of an attachment that addresses each of the components below. The proposal narrative can be up to 6 pages and must be double-spaced with at least 11-point Arial or Times New Roman font and one-inch margins. The project plan and timeline may be presented in a table format if preferred. Information presented in a table can be single-spaced and must be at least 10-point font Arial or Times New Roman font.

- **Issue of Focus:** Describe the issue that will be the focus of your advocacy project, the communities and/or populations impacted by this issue, how this issue relates to health equity in Georgia, and how your organization identified this issue as a priority.
- **Project Goal(s) and Anticipated Impact:** Describe the major goal(s) and anticipated impact of your project. If your project is successful, what will be different? Recognizing that policy and systems change can take time, project goals may not be the same as the desired policy or systems change that is the focus of your advocacy. Briefly describe your theory of change and how your project goals will contribute to policy or systems change on your selected issue.
- **Policy Environment:** Provide an assessment of the policy and advocacy landscape surrounding your issue of focus and the policy or systems change you are seeking. Who are the key stakeholders and decision-makers you need to engage, and what is their current level of awareness of this issue? Describe current or potential partners and allies as well as any opposition or major challenges you anticipate.
- **Project Description:** Describe the project you will undertake to address your issue of focus. Include information about the proposed approach and the advocacy strategies you will use. Advocacy strategies may include some combination of coalition development and mobilization, grassroots organizing, strategic communications, policy research and dissemination, community outreach and education, policymaker or decision-maker engagement, or other advocacy strategies. The advocacy strategies you select should reflect your assessment of the policy environment (for example, if your issue of focus is not well known or understood, policy research or education may be core strategies). Explain how you will coordinate your selected advocacy strategies to help advance project goals.
- **Project Plan and Timeline:** For each of the advocacy strategies you have identified as part of the project description, please describe the major activities associated with each strategy. Organizations that are awarded grants will be required to submit a timeline that includes additional details about these activities upon award. Please also describe any major deliverables you propose to develop as part of this project.
- **Organizational Information:** Provide a summary of the experience and qualifications of your organization to undertake this project. Please include examples of relevant prior work that demonstrate your organization's capacity to carry out your project. If you believe your organization would benefit from training and technical assistance to build capacity to engage in advocacy, please reference that and incorporate those needs into your project plan. Include information about key staff that will be working on this project as well as any proposed subcontractors.

Budget Template: Please complete the budget document included in the SmartSimple application module.

Financial Documents: Applicants will be required to provide the following financial documents:

- Current Operating Expense Budget
- 501(C)(3) IRS Letter of Determination
- Most Recent Audited Financials or 990

Application Process:

Application Process:

To apply, all applications must be submitted using the Foundation's Online application. Set up an account or log into an existing account here.

Registration and Account Set Up Link: http://healthcaregeorgia.us-1.smartsimple.com/s_Login.jsp?lang=1&prole=0

Once you have established an account, you can complete the application requirements. You will be able to update your application until the deadline on **September 29, 2023** by saving it and returning to the system. Once you click Submit, you will not be able to make changes to your application. You will receive an email confirmation that the Foundation has received your application. To avoid delays or complications in submitting your application or uploading documents, we strongly advise that you do not wait until the deadline date to submit your completed application.

The Foundation will host an optional informational on August 31st at 1:00PM EDT to review details of the application. The Foundation strongly encourages potential applicants to participate in this event. The webinar will cover the goals of this funding opportunity and address applicant questions. The webinar will be recorded and available on the Foundation's website at the conclusion of the event.

Please Register for the Informational Webinar Here: <https://forms.gle/dvNR1hAVMnWdGBYb8>

Additional Considerations

The Foundation reserves the right to:

- Request additional information from any or all applicants
- Conduct discussions with applicants to ensure full understanding of and responsiveness to the application requirements
- Request modifications to an application to ensure alignment of project
- Approve subcontractors proposed or used in carrying out the work
- Reject any or all applications submitted

Application Timeline and Key Dates:

August 21, 2023	Online application launch for Health Advocacy Grant Program.
August 31, 2023	2023 Health Advocacy Grant Program Pre-Application informational. Please use the following link to register for the informational. The Foundation strongly encourages potential applicants to participate in this event. Register Here: https://forms.gle/dvNR1hAVMnWdGBYb8
September 29, 2023	Application Deadline
Early November 2023	All applicants will be notified of the Foundation's funding decision in writing.
December 2023	Grant period begins.
January 2023	Grantee Introduction Meeting

Foundation Contact Information

General questions about the application and budget should be addressed to:

- Cindy Zeldin, Vice President of Health Policy and Government Affairs Czeldin@healthcaregeorgia.org

Questions about the online application, attachment requirements and/or troubleshooting the application should be addressed to:

- Samantha Beasley, Program Administration Manager, sbeasley@healthcaregeorgia.org.

INQUIRIES: Please do not contact the Foundation to inquire about the status of an application that has already been submitted. The Foundation staff is not at liberty to disclose the status of an open application before a funding decision is reached. The Foundation will notify every applicant organization of the funding decision in writing by mid-November 2023.

About Healthcare Georgia Foundation

Healthcare Georgia Foundation is a leading voice on health equity, working to change systems and advance bold ideas to improve the health of all Georgians.

We are guided by our mission, vision, and values:

Our Mission: To inspire and promote collective action that advances health equity for all Georgians.

Our Vision: A Georgia in which all people have the opportunity to attain their fullest potential for health.

Our Values: Courageous Leadership, Trust, Equity, Partnership