

## Application Requirements

All applications must be submitted through SmartSimple, the Initiative's online application system (Please see Attachment A for further guidance on accessing and using the SmartSimple platform). Applications must include the following:

- ☐ **Application Narrative:** Please provide a narrative that addresses each of the components below. The narrative should not exceed 6 pages total, must be double-spaced with at least 11-point font (Arial or Times New Roman) and include one-inch margins. If you choose to share any information in a table format, the text should be single-spaced and must be at least 10-point font (Arial or Times New Roman).
  - ☐ **Issue of Focus:** Describe the issue that will be the focus of your advocacy project, the communities and/or populations impacted by this issue, and how this issue relates to health equity in Georgia. How has or will your organization work with the impacted community to address this issue?
  - ☐ **Policy Environment:** Provide an overview of the policy and advocacy landscape surrounding your issue of focus and the policy or systems change you are seeking. Would you consider this issue as being a current gap in health advocacy? Who are the key constituents and decision-makers you need to engage to make changes and what is their current level of awareness of this issue? Describe current or potential partners, as well as any opposition or obstacles you anticipate.
  - ☐ **Project Goal(s) and Anticipated Outcomes:** Describe the major goal(s) and anticipated outcomes of your project. Recognizing that this can take time, project goals need not be the same as the desired policy or systems change that is the focus of your advocacy. For example, if the issue of focus is improving housing conditions in rural, low-income housing complexes, a project goal might be to convene a coalition of advocates to identify potential policy solutions and educate decisionmakers on this issue. How might your project contribute to advancing health equity in Georgia, whether through policy or other systems change? What short-term and long-term effects do 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 (e.g., coalition development and mobilization, grassroots organizing, strategic communications, policy research and dissemination, community outreach and education, decision-maker education, etc.). 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, conducting policy research or education may be core strategies. In other cases, the research base may be well developed but there may be a need to coordinate or align community stakeholders. How will you coordinate your selected advocacy strategies to help advance project goals?
  - ☐ **Major Activities and Deliverables:** For each of the advocacy strategies you have identified as part of this project, please outline the major activities associated with each strategy. What major deliverables do you propose to develop as part of this project.
  - ☐ **Organizational Information:** Please describe examples of relevant past work that demonstrate your organization's experience and capacity to carry out the project. Include information about key staff and any proposed contractors that will be working on this project. Why is your organization well-positioned to undertake this project?
- ☐ **Budget:** Please submit a project budget using the template provided in the SmartSimple system.
- ☐ **Financial Documents:** Applicants must also submit the following financial documents via SmartSimple:
  - Current operating expense budget
  - Recent audited financials or 990
  - 501 (c)(3) IRS Letter of Determination