



Georgia Health Initiative: 2024 Building the Field of Health Advocacy Grant





Georgia Health Initiative is working toward a Georgia in which all people have the opportunity to attain their fullest potential for health. As a leading voice on health equity in Georgia, our team builds bridges and creates coalitions across sectors, communities, and regions.

Overview of Opportunity

Georgia Health Initiative (the “Initiative”) is working to change systems and advance bold ideas to improve the health of all Georgians. Building and strengthening the advocacy field is key to catalyzing action that advances health equity. Therefore, through this request for applications (RFA), the Initiative invites organizations embarking on advocacy projects that improve the health of people in Georgia to apply for support. The overarching goal of this RFA is to support non-profit partners who are advancing advocacy initiatives to bring about change at a systems level. This may involve transformation of processes, power structures, policies, and/or relationships that determine how resources and services are distributed.

Advocacy projects may include, but are not necessarily limited to, building and mobilizing a coalition of advocates, developing and implementing strategic communications, conducting and disseminating policy research, engaging and educating a priority community or communities, and engaging with decision-makers around a health issue. Projects may focus on an issue that impacts Georgians statewide or a specific community, whether demographic or geographic.

Through the *2024 Building the Field of Health Advocacy* grant program, the Initiative 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.
-  Bolster the capacity of non-profit organizations to engage in effective advocacy efforts, including research, policy development, coalition-building and mobilization, community education, and strategic communications.
-  Strengthen the overall field of health advocacy in Georgia.



Funding

The Initiative 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 activities to be implemented within a project period of up to 12 months in duration. Recognizing that proposed projects may use a variety of strategies and approaches, proposed budgets should align with the proposed project plan.

Priority will be given to projects that incorporate partnership with other organizations and community voice, use an equity lens to inform their work, demonstrate an understanding of influencing systems change, and reflect prior experience in advocacy and policy work. The Initiative will seek diversity in topics proposed, geographic focus, size of the organization, and other critical factors.

Eligibility Criteria

Eligible organizations must:

- Be a tax-exempt public charity as qualified by the IRS under section 501(c)(3), a state or local government agency, or a coalition/collaborative using a fiscal sponsor.
- Work in Georgia on behalf of Georgians.
- Align with the mission, vision, and values of Georgia Health Initiative.

Project funds can be requested for the following:

- Salary and benefits of staff working on the project
- Project-related equipment
- Other direct expenses
- Consulting fees
- Project-related travel costs
- Indirect expenses

Project funds cannot be requested for the following:

- Capital campaigns or renovations
- Activities that exclusively benefit the members of sectarian or religious organizations
- Grants or scholarship to individuals
- Event sponsorships
- Existing deficits or retroactive funding
- Lobbying

Only one application can be submitted per organization. Organizations can, however, be listed as partners or subcontractors on multiple applications submitted by peers.

Timeline

July 24, 2024

Application Period Opens

July 31, 2024,
11 AM (ET)

Informational Webinar
(Optional)

Sept. 4, 2024,
12 Noon (ET)

Application
Deadline

Oct. 2024

Internal Review and Final
Decision Making

Dec. 1, 2024

Project Period Begins

Nov. 30, 2025

Project Period Ends

*Dates and times may be
subject to change.

Application Requirements

All applications must be submitted through [SmartSimple](#), the Initiative's online application system. Guidance on how to register and navigate [SmartSimple](#) in response to this RFA can be found [here](#) and on our website. 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

Application Process

Applications must be submitted online using the [SmartSimple](#) portal and must be received by Wednesday, September 4th, 2024, at 12 Noon (ET). Detailed instructions on accessing and using [SmartSimple](#) can be found [here](#) and on our website.

Applications will be reviewed in accordance with the requirements of this RFA. All applications will be considered confidential. Only those applications that meet the criteria described will be given consideration. Submission of an application in no way guarantees procurement.

Georgia Health Initiative reserves the right to:

- Reject any or all applications submitted
- Request additional information from any or all applicants
- Conduct discussions with applicants to ensure full understanding
- Negotiate modifications to an application prior to making final decisions
- Approve subcontractors proposed or used by applicants in carrying out the work

Contact

If you have questions about the content of this RFA, please contact Sarah Phillips, Director of Policy Strategies, at sarah@georgiahealthinitiative.org or 404-653-0990.

For questions about the online submission process, please contact Samantha Beasley, Program Administration Manager, at samantha@georgiahealthinitiative.org or 404-653-0990.

Additional Information and Guidance

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

Available at:

<https://afj.org/w-pcontent/uploads/2023/07/PRACTICAL-GUIDANCE-GA-Lobbying-2022-2.pdf>



About Georgia Health Initiative

As a non-profit private foundation, Georgia Health Initiative is a leading voice on health equity, working to change systems and advance bold idea 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