



## Georgia Health Initiative: 2025 “Moment of Spark” Grant

Through this opportunity, Georgia Health Initiative aims to partner with place-based, trusted community anchors who are working together collectively and experiencing a “Moment of Spark”—a period when a timely, inspired idea or condition arises that sets off a chain of events that have potential for significant ripple effects.

### Introduction of Opportunity

Georgia Health Initiative (the “Initiative”) is working to change systems and advance bold ideas to improve the health of all Georgians. We recognize that none of us can solve the complex issues facing our communities alone, therefore a central part of our work is grounded in partnerships, realized in our commitment to honor the wisdom, power, and expertise of communities throughout the state.

Through our partnerships, we’ve learned how critical it is to support those who deeply understand the complexities of and solutions within their communities. We also recognize that due to the ever-changing environments we navigate in the pursuit of [systemic health equity](#), partners benefit from nimble, timely, and [catalytic support](#) to meet pressing issues that arise. To that end, as we honor all that we’ve learned over the past few years, we are piloting the “Moment of Spark” Grants. These grants are designed to support communities' ability to influence action that advances health equity with an aim of being responsive to the evolving environments and contexts in which a project operates. While we recognize that there is already great work happening across the state, this opportunity is meant for emerging bodies of work and not to sustain a project already in process.

### Program Rationale

This program is designed to provide flexible, supportive resources, and opportunities for collaborative learning to support the activation of a Moment of Spark that brings communities closer to realizing health equity where they live, work, and play. We see a Moment of Spark as a period when a timely, inspired idea or condition arises that sets off a chain of events that have potential for significant ripple effects. Through this opportunity, we seek to partner with [place-based](#), [trusted community anchors](#) who are working together collectively and experiencing a recent Moment of Spark. These community anchors should already be established as [trusted change agents](#) and [effective conveners](#) in their respective communities. Ideal applicants should be working within their communities or neighboring areas to drive sustainable improvements to [community conditions](#) through [systems change](#) strategies in pursuit of health equity.



As a learning organization, we are launching this program as an invitation to partners to support us in learning how we can best work alongside them in supporting issues that are critical to our community. To that end, we are committed to promoting a shared learning process which invites selected partners to offer generosity with insights on effective practices and challenges they experience throughout the grant period. The insights offered will be instrumental in informing the Initiative's evolving strategy as well as refining our approach for future funding opportunities in benefit of a health equity movement in Georgia. We hope this grant mechanism will be catalytic to transforming your Moment of Spark into a regenerative flame.

Through the "Moment of Spark" grant program, the Initiative aims to support projects that:

- \* Strengthen the capacity of a collective of local leaders with a track record in community-driven change, enabling them to jumpstart a discrete initiative that advances health equity and improves community well-being.
- \* Address the [root causes](#) of health disparities by transforming structures, policies, and/or practices within [local systems](#).
- \* Are rooted in the experiences and needs of directly impacted communities, ensuring that health equity strategies are developed and implemented with meaningful community leadership and buy-in.
- \* Identify and invest in creative, place-based specific approaches that promote health equity where people live, work, and play, focusing on sustainable change that can be scaled or adapted over time outside of the catalytic purpose of this grant mechanism.
- \* Facilitate partnerships between local leaders, organizations, and sectors to strengthen collective efforts and drive coordination in dismantling health disparities.

## Funding

The Initiative anticipates investing a total of \$850,000 to support communities' abilities to advance issues of health equity in Georgia. Applicants are invited to apply for up to \$50,000 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 be appropriate for the project plan submitted.

Priority will be given to projects that clearly align with our organizational values which are courageous leadership, trust, equity, and partnership. We are especially interested in proposals that also demonstrate a proof of concept, flexibility, thoughtful processes, and articulate the tipping point of systems change, or the Moment of Spark where this funding and our partnership can make a significant difference.

## 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

January 6, 2025 Application Period Opens

January 15, 2025 Informational Webinar

February 10, 2025, 12 Noon (ET) Application Deadline

March 2025 Internal Review and Final Decision-Making

April 2025 Project Period Begins

April 2026 In-person end of grant convening in Atlanta, GA\*

\*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 1.5 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).
  - What is the aim(s) of your proposed project? What is your Moment of Spark?
  - A list of your collaborative members and/or partners
  - Your proof of concept, why your collaborative is well-suited to enact this work, and the alignment of the project outcome(s) with systems level change.
  - Proposed timeline identifying the approaches and activities for this project.
  - How the outcome and learnings from this project, "inspire and promote collective action that advances health equity for all Georgians."
  - The foreseeable challenges you may encounter when launching this project and how you plan to proactively address them.
- 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](#). If submitting any of these documents is a challenge, please reach out to Samantha Beasley, Program Administration Manager, at [samantha@georgiahealthinitiative.org](mailto:samantha@georgiahealthinitiative.org) or 404-653-0990.
  - Current operating expense budget
  - Recent audited financials or 990
  - 501 (c)(3) IRS Letter of Determination
  - **Note:** If you are applying with a fiscal agent, please submit the operating budget for both on the Attachments tab; the organization taking the lead on filing this application and the fiscal agent.

## Application Process

Applications must be submitted online using the [SmartSimple](#) portal and must be received by 12 Noon ET on February 10th, 2025. 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 application, please contact Akil Reynolds, Programmatic Partnerships Manager, at [akil@georgiahealthinitiative.org](mailto:akil@georgiahealthinitiative.org) or 404-719-5885.

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

## Additional Information and Guidance

Please note that your organization may use this grant to pay for only non-lobbying activities, as defined under the IRS rules for section 501(c)(3) foundations. Guidance on what is considered lobbying can be found in [this resource from Alliance for Justice](#)

Available at:

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



## Glossary

**Moment of Spark:** A pivotal idea, event, or condition that can (or does) ignite a sequence of actions or responses which set in motion a chain of events. The unfolding of these events leads to new collaborations, shifts in attitudes, and transformative changes that influence the present and long-term trajectory of a community's development and well-being.

- (1) **Systemic Health Equity:** The fair distribution of health opportunities and outcomes across all groups within society, particularly those who have historically faced marginalization or discrimination. It emphasizes addressing the underlying social, economic, and political factors that contribute to health disparities, such as access to healthcare, education, housing, income, and social support.
- (2) **Catalytic Support:** A form of intervention that is designed to accelerate positive change, growth, or development in a specific area or system, within a limited time span. In a broader sense, catalytic support aims to create conditions that enable transformative change, often by providing resources, guidance, or a boost that helps an organization, or community overcome obstacles and achieve larger goals.
- (3) **Place-Based:** A collaborative approach which considers the characteristics and meaning of a place as a starting point for planning and development. Place-based aims to improve the quality of life for a geographic location by investing in and coordinating actions that address its unique needs.
- (4) **Trusted Community Anchors:** Individuals, organizations, or institutions that hold a respected and reliable position within a particular community. These anchors are recognized for their long-standing commitment, credibility, and positive impact. They serve as vital connectors, facilitators, and trusted sources of information or support within a community.
- (5) **Trusted Change Agents:** Individuals or organizations that inspire confidence and are seen as credible leaders or catalysts for change within a particular context, community, or system. They are often tasked with driving or facilitating transformation, whether within an organization, a community, or on a broader societal scale. What distinguishes trusted change agents is not just their ability to initiate change, but their capacity to do so in a way that garners the trust and buy-in of those they are working with.
- (6) **Effective conveners:** Individuals, organizations, or entities that bring together diverse groups of stakeholders to collaborate and take collective action toward achieving shared goals. They play a central role in initiating, guiding, and sustaining partnerships, alliances, or coalitions, and are skilled at creating environments where different perspectives, expertise, and resources can be amplified for impact.

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(1) Centers for Disease Control and Prevention, June 11, 2024, [What is Health Equity?](#), Retrieved Nov. 26, 2024  
 World Health Organization, [Health Equity](#), Retrieved Nov. 26, 2024,  
 Robert Wood Johnson Foundation, Jan. 1, 2022, [Systemic Racism and Health Equity](#), Retrieved Nov. 26, 2024.

(2) NGOsource, June 21, 2021, [Catalytic Philanthropy](#), Retrieved Nov. 26, 2024.

(3) FSG Reimagining Social Change, July 16, 2024, [No Place Like Home: The Power of Place-Based Philanthropy](#), Retrieved Nov. 26, 2024.

(4) Watkins A., September 16, 2024, [Community Relationships Strengthen Public Trust in Nonprofits](#), Retrieved Nov. 26, 2024.

(5) Michigan State University, March 28, 2024, [Qualities of Effective Change Agents](#), Retrieved Nov. 26, 2024.

(6) Collaborative Leaders Network, [What is a Convener?](#) Retrieved Nov. 26, 2024.

## Glossary (cont.)

**(7) Community Conditions:** The physical, social, economic, and environmental factors that shape the overall quality of life in a community. These conditions include a wide range of elements that influence the well-being, opportunities, and health of individuals and groups within that community. Community conditions can either support or hinder people's ability to thrive, depending on the resources, infrastructure, and social networks available.

**(8) Systems Change:** A strategic approach that aims to address the root causes of social issues by altering the underlying structures, policies, power dynamics, and mindsets within a system, rather than treating symptoms, with the goal of creating lasting societal change across a broader community.

**(9) Root Causes:** The underlying, fundamental factors or issues that drive a particular problem or need within a community. To go beyond the surface level and dig deep to understand systemic factors which contribute to concern(s) a community or geographic area experience.

**(10) Local Systems:** The interconnected networks, processes, and structures that operate within a specific community or geographic area. These systems include various stakeholders, individuals, organizations, institutions, and resources, that collectively impact how services, support, and opportunities are provided.

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(7) Health System Tracker, [Neighborhood, Community and Social Context](#), Retrieved Nov. 26, 2024.

Public Health & Equity Resource Navigator, [Vital Community Conditions](#), Retrieved Nov. 26, 2024.

(8) Rockefeller Philanthropy Advisors, October 18, 2022, [Systems Change: A Topic Brief for Donors](#), Retrieved November 26, 2024.

Bonamassa L., Collins M., Cuevas-Ferreras A., Mehta N., Seeman B., June 11, 2024, [How Nonprofits and NGOS can Measure Progress Toward Systems Change](#), Retrieved Nov. 26, 2024.

(9) The University of Kansas, Community Tool Box, [Analyzing Root Causes of Problems: The “But Why” Technique](#), Retrieved Dec. 2, 2024.

(10) Fromer R., LINC, [Local Systems Thinking and Locally Led Development](#), Retrieved Dec. 12, 2024.

### [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

