

2025 “Moment of Spark” Grant Opportunity

Informational Webinar

January 15, 2025 | 1 - 2 p.m.



Agenda

- About Georgia Health Initiative
- 2025 “Moment of Spark” Grant Opportunity Overview
- Funding Amount & Application Requirements
- Application Timeline, Support & Online Instructions
- Q&A





About The Georgia Health Initiative



Our Mission

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

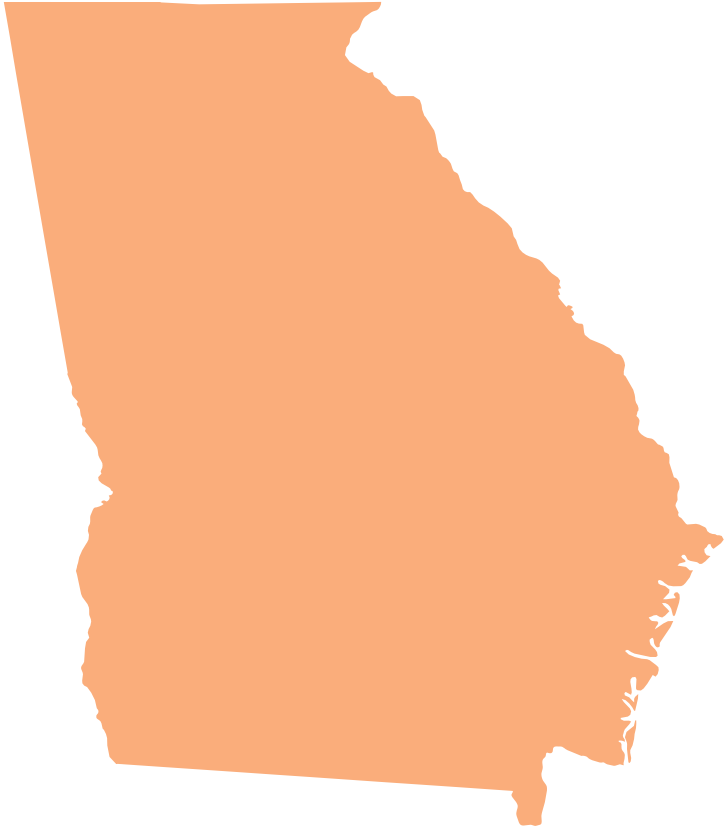
Our Vision

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

Our Values

Courageous Leadership • Trust • Equity • Partnership

Our Approach



- Put **relationships** at the heart of our work
- Create environments that enable and encourage **diverse groups of people** to work together over time so that the best ideas and approaches can emerge
- Form and strengthen **partnerships** with nonprofit organizations, health care providers, the philanthropic sector, decisionmakers, and the business community to identify and advance common strategies for achieving equitable health outcomes
- Take a **systems approach** to solving complex social challenges
- Use our voice, influence, and platform to **amplify and elevate** the people and organizations doing health equity work in our state
- Assemble and share knowledge, supporting and augmenting the work of our partners as they push toward the common goal of **health equity**





2025 “Moment of Spark” Grant Opportunity Overview

“Moment of Spark” Grant Opportunity



These grants will provide catalytic, place-based funding with the flexibility needed for trusted community anchors to collaborate toward systems change.

- Through this grant, we aim to foster **responsiveness** to ever-evolving local contexts, supporting innovative projects that ignite long-lasting impact.
- Currently, we loosely define a Moment of Spark as a turning point – when a pivotal idea, event, or condition starts to ignite actions leading to transformative change.



About the Opportunity

Through the "2025 Moment of Spark" grants, Georgia Health 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 impact and drive coordinated efforts in dismantling health disparities.





Funding Amount & Application Requirements

Who Can Apply

- Tax-exempt public charities as qualified by the IRS under Section 501(c)(3)
 - Applicants may apply with a fiscal agent or sponsor if needed
- Organizations working in Georgia on behalf of Georgians
- Organizations working in alignment with the mission, vision, and values of Georgia Health Initiative:
 - **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



Application Guidelines

Applications are open from January 6, 2025, through February 10, 2025, at 12 Noon (ET).

- **Can apply for up to \$50,000**

Budget requests should match the size and scope of the project.

- **12-month grant period**

All awarded projects will start April 2025 until April 2026.

- **Anticipate funding up to 17 grant awards**



Application Narrative

We are looking for your project ideas! Organizations submitting applications should develop an application narrative that covers:

- 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.



Use of Grant Project Funds

Project funds can be used for:

- Salaries/benefits for staff for project-specific activities
- Project-related equipment
- Other direct expenses
- Consulting fees
- Grant-related travel
- Indirect expenses

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
- Lobbying
 - [Practical Guidance: What Nonprofits Need to Know About Lobbying in Georgia](#)





Application Timeline, Support & Online Instructions

2025 Moment of Spark RFA Timeline

February 10, 2025, 12 PM (ET)

Application Deadline

End of March 2025

All applicants notified in writing of
funding decision

April 2025

Project Period Begins

May 2025


Virtual Grantee Meeting



Accessing the Application

georgiahealthinitiative.us-1.smartsimple.com

Step 1: Account login



Login

Email

Password

Log In

Forgot Password?

Learn more about our

Privacy & Security policies

New to the System?

New Users Register Here

Welcome to Georgia Health Initiative's Online Application and Report Portal

- If you have established an account with the Foundation, please sign in using your previous log in and password. This is where you will fill out progress reports, final reports, and find copies of grant documents.
- If you do not have an account please create one by clicking "New Users Register Here".
- If you have an account, but forgot your password, you can reset your password on the Forgot Password link.
- Please ensure to click SAVE and/or SUBMIT before you exit the system or all your work will be lost.

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Registration

I am applying as:

Non-Profit Organization

Register yourself and your organization.

Fiscally Sponsored Entity

Register yourself and your organization.

Government

Register yourself and your organization.

Quasi Government

Register yourself and your organization.

Public Health Entities

Register yourself and your organization.

Universities

Register yourself and your organization.

Contractor

Register yourself and your organization.



Accessing the Application Form

Step 2: Completing the application

The screenshot displays the SmartSimple application interface. At the top, a navigation bar includes a profile icon 'S' and a settings icon. The main content area is divided into two sections: 'Applications' and 'Reports & Amendments'. The 'Applications' section shows four status cards: '1 Open Funding Opportunities' (circled), '0 In Progress', '0 Under Review', and '0 Completed'. The 'Reports & Amendments' section shows four options: 'Request a Grant Amendment', '0 Drafts', '0 Revisions Requested', and '0 Submitted'. A callout box with a green border highlights a blue 'Apply Now' button. Below this, the 'Open Funding Opportunities' section features a search bar and a table with one entry, 'Moment of Spark', which has an 'Apply Now' button circled in red.

Open Application	Max Request Amount	Project Period Dates	RFA	Deadline Date	
Moment of Spark	\$50,000.00	04/01/2025 to 04/30/2026	Moment_of_Spark_RFA.pdf	02/10/2025 12:00 PM	Apply Now

- Select 'Open Funding Opportunities' to begin a new application in response to this open call RFP
- Select 'Apply Now' to begin a new application.
- Please note that at any time while you are working on your submission, you can click 'Save Draft' to save the information and return to finish it later if needed. If so, when you log back into SmartSimple, your draft application will appear under "In Progress."



Accessing the Application Form

Step 2: Completing the application

Open Funding Opportunities					
<div><div></div><div>1-1 of 1</div></div>					
Open Application	Max Request Amount	Project Period Dates	RFA	Deadline Date	
Moment of Spark	\$50,000.00	04/01/2025 to 04/30/2026	Moment_of_Spark_RFA.pdf	02/10/2025 12:00 PM	Application Started. To continue your application, go to the Application icons on your Home portal.

Application Type: Moment of Spark

Proposal Summary

ORGANIZATION CONTACT REQUEST ATTACHMENTS

✓ The following documents are required:

Application Narrative

Please upload your completed application narrative. Click HERE for Budget Template Form

Budget Template

Click HERE for Budget Template Form

Drop files here or [browse files](#)

Maximum file size: 2 GB

Current Operating Expense Budget

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.

Drop files here or [browse files](#)

Maximum file size: 2 GB

- Only one application will be considered from each project.
- When working on a joint application, please ensure that only one organization from your collective submits an application through the SmartSimple system.
- If you are applying using a fiscal sponsor, please include a current operating budget and audit for each organization. The organization that is serving as the fiscal sponsor should be the organization that submits the application.
- All budget requests need to be submitted using the Initiative's budget template form. This can be found on the attachments page in the application.



Accessing the Application Form

Step 2: Completing the budget

Contracted Services/Other Compensation

Provide a detailed budget for contractors/consultants or compensation to project partners, including estimated hours, hourly rate, travel, or other direct project expenses. A MOU or contract for contracted services totaling \$10,000 or more must be provided.

Contracted Services:	Amount Requested:
Total Requested	

Budget Explanation:

Budget Spreadsheet
Applicant Name
Project Title

Input the totals from each section above and total them to reflect your Organizations full Requested Amount from the Foundation.

Project Budget	
Category	Amount Requested
Salary	
Benefits and Payroll Taxes	
Contracted Services/Other Compensation	
Equipment	
Travel	
Other Direct	
Indirect Expenses	
Lobbying Expenses	
TOTAL REQUESTED PROJECT BUDGET	

- Be sure to list any organization that will receive more than \$10,000 from this grant under contracted services and include an MOU.
- Fill out all budget totals on the last page's chart.
- After you have completed all required fields and uploaded the necessary documents, click the "Submit" button.
- Once you hit the "Submit" button for your application, you will not be able to return to the document to make any changes or further edits.



RFA Office Hours

Date	Time Block (EDT)
Thursday, January 23rd	11:00 AM - 1:00 PM
Tuesday, January 28th	1:00 PM - 3:00 PM
Thursday, January 30th	10:00 AM - 12:00 PM
Monday, February 3rd	9:30 AM - 11:30 AM
Tuesday, February 4th	1:00 PM - 3:00 PM

RFA Office hours provide a dedicated space for applicants to receive guidance and support tailored to their needs. During these sessions, our team is available to answer questions, offer insights, and provide feedback to help align your application with the grant’s goals and priorities.

To ensure equity for all applicants, question response will focus on supporting application alignment rather than providing in-depth, individualized proposal development or guarantees of funding. We aim to create a fair and transparent process that allows every participant to access meaningful support in a consistent and equitable manner.

Applicants are allowed up to one 15-minute session which can be signed up for using link in table for date of interest. More than one person is allowed to attend each session if they are collaborating on an application.



Q&A

- Please use the Q&A function to submit questions
- Please include your email address in case we're not able to answer your question today



For general questions about the application process, please contact:

- Akil Reynolds, Programmatic Partnerships Manager, at akil@georgiahealthinitiative.org.

For questions about the budget, online application, attachment requirements, and/or troubleshooting the application process, please contact:

- Samantha Beasley, Program Administration Manager, at samantha@georgiahealthinitiative.org.

Thank you!

More information and access to the RFA can be found [here](#)

To learn more about our organization and engage with us, please sign up for our email distribution list at georgiahealthinitiative.org

Follow us on LinkedIn @ Georgia Health Initiative
