



Georgia Health Initiative: 2027 Building the Field of Health Advocacy Grant

Overview of Opportunity

Georgia Health Initiative® (the “Initiative”) is a non-profit, non-partisan private foundation working toward our vision of a Georgia in which all people have the opportunity to attain their fullest potential for health. Our mission is to inspire and promote collective action that advances health equity for all Georgians. Georgia’s health inequities are deep and longstanding, shaped by systems and structures built over time. We believe those systems can change. Getting there requires alignment, collaboration, and sustained advocacy.

In recent years, the Initiative has worked to strengthen Georgia’s health advocacy infrastructure through grantmaking, convening, and technical assistance opportunities. Our recent grantee partners have worked to change the systems and structures shaping health through advocacy projects focusing on healthy housing, behavioral health, access to health care, food security, and youth empowerment, among others. We recognize that systems change work entails finding and creating opportunities, including during periods of uncertainty and transition. With policy shifts at the federal level affecting communities across Georgia, the work of Georgia’s health advocacy ecosystem remains critical.

The Initiative is launching this Request for Applications (RFA) to provide support for Georgia’s health advocacy ecosystem. The Initiative seeks to support a variety, both in topic and in approach, of advocacy projects including those uniquely responsive to the urgency created by the current policy and funding environment as well as those that represent a component of a broader, longer arc strategy. The project period for all funded projects will be one year.

All organizations meeting application requirements are eligible to apply for this competitive open-call opportunity. Applicants should articulate a clear connection between the proposed one-year project and the broader change they are working toward, drawing out connections between realistic objectives for a one-year project deploying specific advocacy strategies and tactics, and the longer-term work that may be necessary to change systems and structures.

Projects may focus on an issue that impacts Georgians’ health and wellbeing statewide or a more narrowly defined community, whether demographic and/or geographic. We anticipate that projects will incorporate a combination of advocacy strategies in alignment with project goals. Examples of potential strategies include, but are not limited to, building and mobilizing a coalition of advocates, developing and implementing strategic messaging and communications, conducting and disseminating policy research, engaging and educating a prioritized community or communities, and/or engaging with decision-makers to educate around a health issue.



Overview of Opportunity (cont.)

Through the 2027 Building the Field of Health Advocacy grant program, the Initiative aims to support projects that:

- * Identify opportunities to improve health and wellbeing in Georgia at the systems level, either locally or statewide, that are ripe for advocacy.
- * Elevate community voices to educate decision-makers on health-related issues of importance.
- * Leverage partnerships to strengthen a project's reach and effectiveness.
- * Bolster the capacity of non-profit organizations to engage in effective advocacy efforts, including research, policy development, coalition building and mobilization, community education, and/or strategic communications.
- * Strengthen the overall field of health advocacy in Georgia.

Please see the Application Requirements section of this RFA for additional details.

Funding

The Initiative anticipates investing a total of \$1.36 million to support advocacy efforts that advance health equity in Georgia. Organizations can apply for up to \$80,000 for projects to be implemented within a 12-month project period. Grant payments will be structured as 90% of the award amount paid within one month of grant agreement execution, with the remaining 10% paid upon completion of grant requirements at the end of the project cycle.

Proposed budgets should be properly aligned with the submitted project plan. Priority will be given to projects that incorporate partnership with other organizations, elevate community voice, use an equity lens to inform the work, and demonstrate readiness to deploy selected advocacy strategies and tactics. The Initiative seeks diversity in proposed issues of focus, communities of focus, selected advocacy strategies, organizational size, 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 who is a 501(c)(3) charity
- 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:

- Lobbying (see below)
- 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

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

Application Requirements

All applications must be submitted through [SmartSimple](#), the Initiative's online application system. Further guidance on accessing and using the SmartSimple platform is available [here](#). Applications must include the following:

- ☐ **Proposal Narrative:** Provide a narrative that addresses each of the components below. The narrative should not exceed six pages, must be double-spaced with at least 11-point font (Aptos, Arial, or Times New Roman) and include one-inch margins. If you choose to share any information in a table format, the text within the table should be single-spaced and must be at least 10-point font (Aptos, Arial, or Times New Roman).
- ☐ **Issue of Focus:** Describe the issue or topic that will be the focus of your advocacy project. How does this issue or topic impact health and wellbeing in Georgia, and why is advocacy the appropriate way to make progress on this issue? Is this an emerging issue for which you have identified a window of opportunity for advocacy, or is this an issue that you have been making progress on over a longer time frame? Please be as specific as possible in describing the aspects of this issue that you intend to focus on through this project.
- ☐ **Community of Focus:** Identify the communities and/or populations impacted by your issue of focus. How has or will your organization engage your community of focus in this project and incorporate community voice?
- ☐ **Contextual Environment:** Provide a descriptive overview of the policy and advocacy landscape surrounding your issue of focus. This may include a brief analysis of the federal, state, and/or local policy environment pertaining to your issue and/or community of focus. The contextual environment surrounding your issue of focus should inform your project goals and the combination of advocacy strategies and tactics you propose in the Project Description portion of your narrative. Your assessment of the contextual environment should also include any major opportunities, challenges, obstacles, and/or opposition you anticipate.
- ☐ **Project Goal(s):** Describe the major goal(s) of your project. Project goals need not be the same as the desired policy or systems change that is the focus of your advocacy, but should focus on what you seek to accomplish through your advocacy project. For example, and for illustrative purposes only, if the issue of focus is improving access to services and supports for Georgians with disabilities, a project goal may be to educate the incoming gubernatorial administration of the importance of Home and Community Based Services (HCBS) waiver slots in light of the recent budget disregards that limited funding for new slots to levels far below what the Legislature had appropriated.

Timeline

August 20, 2026	Application Period Opens
September 9, 2026	Informational Webinar (Optional)
October 2, 2026 at 1pm ET	Application Deadline
October 5 - November 6, 2026	Internal Review Period
November 6, 2026	Anticipated Notification of Awards
January 15, 2027	1 st Grant Payment Issued, Start of Project Period
February 2027	Virtual Lobbying Training for all Grantee Organizations
July 2027	Anticipated Progress Report Due
Summer 2027	Annual Grantee Convening
December 31, 2027	Anticipated End of Project Period/ Final Grant Reports Due
January 2028	Anticipated Final Payment Period

*Dates and times may be subject to change.

Application Requirements (cont.)

- ☐ **Project Description:** Describe the project you will undertake to address your issue of focus. Include information about the proposed approach and the combination of advocacy strategies and tactics you will use to advance project goals. The advocacy strategies you select should reflect your project goal(s) and assessment of the contextual environment. Projects may emphasize different advocacy approaches depending on the issue, policy landscape, and stage of the work. Some projects may focus on generating or translating research and data to build awareness, inform decision-makers, or strengthen the evidence base for policy change. Other projects may prioritize coalition building, stakeholder engagement, leadership development, strategic communications, community mobilization, or coordinated advocacy efforts to align partners and advance shared policy 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, organizing each activity by strategy. Please also describe any major deliverables you propose to develop as part of this project, and include an estimated timeline for major activities and milestones.
- ☐ **Anticipated Outcomes:** Describe the anticipated outcomes of your project. How might your project improve health and well-being and advance health equity in Georgia, whether through policy or other systems change? What short-term and/or long-term effects do you anticipate?
- ☐ **Organizational Information:** 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? If your proposed project is a collaboration between two or more organizations, name the organizations that will be part of the project and define their roles within the project.
- ☐ **Budget:** Submit a project budget using the [Initiative's template](#). Note: If your project budget includes a contractor/sub-recipient with expenses that are \$10,000+ per year, a signed copy of the Initiative's [Contracted Services Confirmation Letter](#) also is required for your application submission.
- ☐ **Financial Documents:** Applicants should provide the following financial documents:
 - Organization's current overall operating expense budget
 - Recent audited financials or 990
 - 501 (c)(3) IRS Letter of Determination
 - Note: If you are a fiscal agent that is applying on behalf of another organization, please submit the operating expense budgets for both entities. If submitting any of these documents is a challenge, please reach out to Rochelle Heard at rochelle@georgiahealthinitiative.org.

Application Process

Applications must be submitted online using the [SmartSimple](#) portal and must be received by October 2, 2026, 1:00PM Eastern Time.

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

Additional Information & 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. Allowable activities include campaigns to educate the public, influence public policy, or influence executive branch regulations, rules or actions. Efforts to influence legislation are permissible as long as they do not include communications to legislators or their staff that reflect a view on legislation; communications to the public about legislation that include an IRS-defined “call to action”; or other efforts to influence legislation that the IRS treats as “lobbying.” Grantees may use funds from other sources to conduct lobbying, to the extent allowed by law. Organizations receiving grants under this RFA will be required to participate in an Initiative-sponsored and hosted training session on these requirements.

In addition to providing funding support for selected advocacy projects, the Initiative will provide opportunities for peer learning, training, and technical assistance to bolster the field of health advocacy in Georgia throughout the project period.

Contact

If you have questions about the content of this application, please contact Bethany Munshi, Director of Policy Strategies, bethany@georgiahealthinitiative.org.

For questions about the online submission process, please contact Rochelle Heard, Program Administration Manager, at rochelle@georgiahealthinitiative.org.



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

