



New Funding Strategies and Funding Programs

In February 2012, Healthcare Georgia Foundation announced a new approach to grantmaking, adopting new funding strategies, priority areas, and funding cycles. These changes seek to better address the impediments to better health and healthcare in Georgia through a new approach to health grantmaking. This new strategic direction will align the Foundation's resources across four priority areas, streamline the application process, and improve outcomes we share with those grantees with whom we have the privilege of supporting.

The Foundation's grantmaking priority areas going forward are:

- Addressing Health Disparities
- Expanding Access to Affordable Quality Health Care Services
- Promoting Health and Preventing Disease
- Strengthening and Sustaining Health Nonprofit Organizations, Programs, and Workforce

New Funding Programs

Each year, Healthcare Georgia Foundation announces two funding programs for unsolicited grantmaking in the areas of **General Operating** and **Direct Services** for nonprofit health organizations. The two funding programs replace the Foundation's unsolicited process also known as Letter of Inquiry (LOI). A **Notification of Funding Availability (NOFA)** will be used to announce these grant opportunities. The Foundation's intent is to be responsive to the economic challenges health nonprofits are facing by providing grant support to fulfill mission related activities. Grant support will fund organizational capacity building and direct program services that are necessary to accomplish the goals of the organization. This new funding strategy improves the application process by making it more efficient and timely for potential applicants.

General Operating Grant Program

General Operating Grants will be awarded to eligible applicants for the purpose of strengthening and sustaining the organization's capacity to fulfill its mission. This grant program underscores the Foundation's commitment to assist underserved populations and the organizations that serve them. General Operating Grants will fund improvement in the core functions, operations, or administrative infrastructure of health nonprofits.

Grant requests may include support for:

- Activities related to supporting the health-related goals of the organization
- Existing staff for non-direct service activities
- Strategic and sustainability planning
- Staff development and training
- Developing a business plan for the organization
- Upgrading internal data systems
- Leadership training

This is not an exhaustive list and it will be the discretion of the Foundation to accept or decline an application for funding.

Direct Services Grant Program

Direct Services Grants will be awarded to eligible applicants for staff and program expenses that support mission-related health promotion and disease prevention services targeting underserved and vulnerable populations. Client treatment/therapeutic regimens, pharmaceuticals, rehabilitation services, transportation, housing and occupational services will NOT be considered.

In both programs, priority will be given to supporting existing services with evidence of evaluation results. The applicant's proposal must be in alignment with the Foundation's mission and goals, serve underserved and/or uninsured Georgians, and meet eligibility criteria.

About Healthcare Georgia Foundation

Healthcare Georgia Foundation is a statewide, private independent foundation. Through its strategic grantmaking, Healthcare Georgia Foundation supports organizations that drive positive change, promotes programs that improve health and healthcare among underserved individuals and communities, and connects people, partners and resources across Georgia.

For more information about the Foundation's new funding strategy and cycles, visit www.healthcaregeorgia.org.

Healthcare Georgia Foundation
grantmaking for health



Our mission is to advance the health of all Georgians and to expand access to affordable, quality healthcare for underserved individuals and communities.

To learn more, visit www.healthcaregeorgia.org

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