

**JESSE PARKER WILLIAMS FOUNDATION, INC.**  
GRANTMAKING GUIDELINES AND APPLICATION PROCEDURES

**HISTORY:**

The Jesse Parker Williams Foundation traces its origins to Cora Best Taylor Williams' bequest in 1924, establishing the Jesse Parker Williams Hospital to honor her late husband. Her intention was to relieve human suffering and distress, and her specific direction was to assist women and children with medical care.

**MISSION:**

The mission of the Jesse Parker Williams Foundation is to support highly effective organizations that emphasize preventative, comprehensive health opportunities and enhance access to health services for women and children. The Foundation partners with organizations serving populations with limited financial resources in the five-county metropolitan Atlanta area (Fulton, DeKalb, Cobb, Gwinnett and Clayton.)

**FUNDING PRIORITIES:**

**I. Responsive Grantmaking:** The Foundation considers funding requests that address programmatic or operating needs, organizational capacity building, and initiatives related to improving access to quality health care and reducing health disparities in Atlanta.

Proposals should address the following JPWF outcomes:

**ACCESS** – Improved access to high quality physical, oral and mental health services for women and children in low-income and under-resourced communities to achieve health equity.

**HEALTHY BEHAVIORS** – Women and children in low-income and under-resourced communities practice healthy behaviors to improve modifiable risk factors for physical, oral and mental health outcomes.

**CAPACITY** – Nonprofits serving women and children in low-income and under-resourced communities have increased capacity to provide access to high quality physical, oral and mental health services.

**INTEGRATED CARE** – Increased coordination of behavioral health services in the primary care and school-based settings.

Organizations should be prepared to 1) produce measurable results with the funding being requested, 2) define groups who will benefit from services proposed, and 3) explain how the defined groups will

benefit in quantifiable terms, as well as defining how your mission and vision are improving health equity in Metro Atlanta.

**II. Collaboration:** The Foundation may periodically engage in collaborative activities to share collective impact on a specific issue. At the Foundation’s discretion, it will seek to collaborate with other funding partners to strategically align resources with others who share the Foundation’s commitment to improve health equity and expand access to healthcare in the community. From time to time, the Foundation may consider supporting projects that include focused advocacy efforts and/or other strategies that attempt to address systemic challenges as part or all of a collaborative effort.

**ELIGIBILITY:**

The following organizations may apply for a grant from Jesse Parker Williams Foundation:

1. Nonprofit organizations under Section 501(c)(3) of the Internal Revenue Code, except those that are private foundations and non-functionally integrated “Type III” supporting organizations as defined by Section 509(a) of the IRS Code.
2. Nonprofit organizations located within, or having programs focused within the five county (Fulton, DeKalb, Cobb, Gwinnett and Clayton) Atlanta area.
3. Nonprofit organizations, as described above, that are engaged in the following activities:
  - Individual and population level health programming for women and children, with priority given to programs that also address the social determinants of health
  - Community-based and hospital-based services for women and children
  - Direct services for women and children that include physical, oral and/or mental health services, with priority given to integrated care models
  - Case management, patient navigation, and ancillary therapeutic services (such as health or nutrition education, weight management, fitness training, audiology, occupational, speech, or physical therapy, etc.) and custodial services (such as assisted living, hospice, and skilled nursing facilities) for women and children
4. Organizations willing to engage in peer exchange and dissemination of best practices regarding health services for women and children.

**THE FOUNDATION DOES NOT FUND:**

- Direct grants to individuals
- Sectarian religious activities
- Direct political lobbying
- Clinical research or trials
- Treatment or research related to specific diseases
- Endowment funds or capital campaigns
- Event sponsorships
- Camps

## **HOW TO APPLY:**

The Foundation employs a one-step, online Grant Application submission process for receiving and considering responsive grant requests. *Direct contact with Trustees is strongly discouraged, but the Trustees do encourage potential applicants to communicate with Foundation staff prior to submission of any proposal.*

The Foundation conducts a disciplined due diligence review of each Grant Application. Funding decisions are made through a combined effort of the Foundation staff and the Board of Trustees. Responsive grant requests are assessed on multiple criteria, including identified need, foundation area of emphasis, impact, systemic changes and organizational performance and capacity.

Application: The Foundation seeks to use evidence of performance, in addition to demonstration of need, to make funding decisions that improve health equity in Metro Atlanta. Accordingly, the Application should include a description of the clients, patients, and communities who have benefitted from the requesting organization's services as well as a description of these benefits in quantifiable terms. It should also include information on why the organization is uniquely qualified to deliver health services and/or programs based on its previous performance and specific accomplishments, the impact COVID-19 has had on the organization and the community served. Also, please describe how the organization partners with community members to identify strengths and opportunities in addressing your mission and vision.

Applications must be signed by the Chief Administrative Officer of the organization and should include as attachments:

- A list of the members of the Governing Board;
- A current budget for the organization;
- A current budget for the program to be considered for funding, if applicable;
- Copy of the organizations most recent approved strategic plan;
- A copy of the organization's Internal Revenue Service letter, which attests to the organization's tax-exempt status; and
- A copy of the organization's most recent IRS Form 990, financial audit, annual report or other donor listing.

Applications for funding are submitted online and include the attachments listed above.

**[TO SUBMIT AN APPLICATION, CLICK HERE](#)**

## **PRIORITY CONSIDERATIONS AND GRANT CRITERIA:**

The Foundation has identified several priority considerations that apply as review criteria for every Grant Application. In addition to compliance with the Foundation's stated priorities, objectives and guidelines, requests will be assessed on factors including, but not limited to:

- Demonstration of need.
- Demonstration of strong organizational leadership, financial management, and solid governance.
- Demonstration that a project is grounded in evidence-based practices or is a new idea rooted in promising practices.
- Clearly defined and measurable program goals, objectives and outcomes.
- Demonstration of the ability for the program to be financially sustained following the grant award period.
- Demonstration of the requesting organization's ability to make a measurable improvement in health and healthcare in the Atlanta community.

The Foundation may also consider:

- Multi-year funding. Funding requests spanning more than one year will be awarded on a year-by-year basis, contingent upon satisfactory completion of stated performance goals and objectives.
- Participation by other partners, such as community-led organizations, non-profit organizations, foundations, government, businesses and academic institutions, and/or the inclusion of matching funds.
- The time period for expected results to be achieved.
- Program Sustainability. While the Foundation should not be considered a source of perpetual support, it seeks to encourage programs that have a high potential for becoming permanent.

## **OTHER INSTRUCTIONS, POLICIES AND INFORMATION:**

- The Foundation will not review proposals and applications that are incomplete or that do not meet the Foundation's guidelines.
- Grant Applications must be received in the Foundation's office by 5:00 p.m. on the stated deadline.
- Materials received after the stated deadline will be deferred to the next funding cycle.

## **EVALUATION AND IMPACT:**

The Foundation expects recipient organizations to provide evidence of performance in order to understand the impact that its grantmaking is having on the community. Organizations that invest in evaluation are better able to use the results to improve services, demonstrate impact and communicate their achievements to their stakeholders. Accordingly, grant requests may include an amount designated for program evaluation. Preference may be given to applicants that allot at least 10% of the requested grant budget to evaluation - either for an external evaluator or to support the time of the organization's staff who have evaluation responsibilities.

Evaluation tools and resources may be found at the Healthcare Georgia Foundation's Evaluation Resource Center website at [www.georgiaerc.org](http://www.georgiaerc.org).

[PhotoVoice](#) training workshops are being offered to grantees interested in learning and implementing community-based participatory research and evaluation. Learn more about PhotoVoice at [The Community Tool Box](#), a service of the Center for Community Health and Development at the University of Kansas. Using creative tools such as Photovoice can help changemakers understand the lived experiences of disadvantaged communities and give a voice to underprivileged individuals. This section describes the Photovoice process, the populations that it might benefit most, and how it can be used to help people make their voices heard and change their situations.

## **APPLICATION TIMELINES:**

Applying organizations are encouraged to contact Foundation staff prior to submitting an application. This will allow staff to develop a preliminary understanding of the organization, its mission and priorities, as well as the scope of the proposal and its alignment with the Foundation's Mission and Priorities.

The Foundation intends to administer quarterly grant cycles per year. Applications may be submitted at any time throughout the year and will be considered during the next appropriate grant cycle. At the discretion of the Foundation, emergency or out-of-cycle proposals may be accepted on a case-by-case basis.

### Fall Grant Cycle:

- September 15: Deadline for submission of applications to be considered at the Foundation's December Board Meeting
- First week in January: Grant Awards announced by Foundation Staff

## **CONDITIONS FOR ACCEPTING GRANT AWARDS:**

Grant recipients will execute a Letter of Agreement with the Foundation. The Letter of Agreement defines the scope of the grant award as well as the terms, objectives and any conditions associated with the grant award. The Letter of Agreement will establish evaluation criteria, reporting procedures, and payment schedules to be employed during the grant period.

**FUNDING RIGHTS:**

The Foundation may from time to time, in whole or in part and at their sole discretion, take actions that deviate from these guidelines. The Foundation reserves the right to unconditionally amend, modify or waive these grantmaking procedures if the Foundation deems it is in its best interest to do so.

**FOUNDATION STAFF:**

For more information about Jesse Parker Williams Foundation or the Foundation's grant guidelines, please contact the Foundation Offices through:

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