

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 means 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.

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.

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 improving health and expanding 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 two-step process for receiving and considering responsive grant requests. The steps include on-line submission of a Letter of Inquiry and, upon invitation of the Foundation, a Grant Application. *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 Letter of Inquiry and 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.

Letter of Inquiry: The Foundation seeks to use evidence of performance, in addition to demonstration of need, to make funding decisions. Accordingly, the Letter of Inquiry 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.

Letters of Inquiry must be signed by the Chief Administrative Officer and Chair of the Governing Board 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;
- 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 annual report or other donor listing.

Letters of inquiry should not exceed two pages in length, not including the attachments listed above.

Grant Application: Upon completion of the Letter of Inquiry review, Foundation staff will advise whether or not a full Grant Application will be invited from the requesting organization. An invitation to submit a Grant Application does not constitute a commitment by the Foundation to award a grant.

As part of the Grant Application process, a site visit may be conducted so the organization, Foundation Staff and Foundation Trustees can fully discuss the grant request.

[TO SUBMIT A LETTER OF INQUIRY, CLICK HERE](#)

PRIORITY CONSIDERATIONS AND GRANT CRITERIA:

The Foundation has identified several priority considerations that apply as review criteria for every Letter of Inquiry and 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 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.
- Letters of Inquiry and/or 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 that have evaluation responsibilities.

Evaluation tools and resources may be found at the Healthcare Georgia Foundation's Evaluation Resource Center website at www.georgiaerc.org.

APPLICATION TIMELINES:

Applying organizations are encouraged to contact Foundation staff prior to submitting a Letter of Inquiry. 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 two grant cycles per year. Letters of Inquiry 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.

Spring Grant Cycle:

- January 15: Deadline for submission of Letters of Inquiry to be considered at the Foundation's February Board Meeting
- Foundation staff will notify organizations invited to submit a full grant application by the end of February.
- March 13: Invited Grant Applications due to Foundation Offices by 5:00 p.m.
- First week in June: Grant Awards announced by Foundation Staff

Fall Grant Cycle:

- July 15: Deadline for submission of Letters of Inquiry to be considered at the Foundation's August Board Meeting
- Foundation staff will notify organizations invited to submit a full grant application by the end of August.
- September 28: Invited Grant Applications due to Foundation Offices by 5:00 p.m.
- 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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