

## *Philanthropic Collaborative Holds Kickoff Meeting*



*Alicia Philipp explained the Philanthropic Collaborative*

**O**n August 31, 2000, the Philanthropic Collaborative for a Healthy Georgia held its initial meeting. Representatives of over 35 foundations attended. Alicia Philipp, Executive Director of the Community Foundation for Greater Atlanta, began the day explaining that the Philanthropic Collaborative evolved from a series of foundation meetings and conferences conducted over the past 18 months. She referred to a September 1999 conference – hosted by the Georgia Health Foundation, the Georgia Power Foundation, and the Georgia Health

Policy Center – which was attended by a number of private, corporate, and community foundations from throughout the State. At that event, Governor Roy Barnes challenged the business and philanthropic sectors to work with state government to address Georgia's health care problems. Governor Barnes stressed that if Georgia is to have healthy communities, healthy schools, and a healthy economy, it must first have healthy citizens.

On the Steering Committee's recommendation, the Philanthropic Collaborative for a Healthy Georgia was formed. The organization's mission is to serve as a forum, using existing groups and infrastructures, for educating foundation members and engaging both the private and public sectors in partnership efforts aimed at improving the health of Georgia's communities. Ms. Philipp noted that a committee would be established to identify the health-related priorities of the Collaborative, conduct

### *About this issue...*

*This is the first in a series of quarterly newsletters to be issued by the newly formed Philanthropic Collaborative for a Healthy Georgia. The Collaborative serves as a forum for bringing foundations together to better understand and explore the health-related challenges facing Georgia.*

*The Update focuses on the kickoff meeting of the Collaborative and two priority program areas selected by the Collaborative for initial emphasis over the next several months.*

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# *The Matching Grants Program: An Opportunity to Leverage Resources*

**A**t the August 31 meeting of the Philanthropic Collaborative, Russ Toal, Commissioner of the Department of Community Health, spoke about the interest Governor Barnes and the Department have in forging a partnership between the State and the philanthropic community. Commissioner Toal viewed the Collaborative as a unique opportunity to bring together public and private interests around the State toward the mutual goal of improving the health of Georgia's citizens. He identified five priority areas of interest to the Department: children's health, rural health, cancer, health promotion and prevention, and access to health care for uninsured Georgians.

The Commissioner proposed a Matching Grants Program and suggested that, where interests and priorities of the Department and foundations converge, the Department would match grant funds committed by private, corporate and community foundations. Together, these funds could be used to support local projects with strategic and potentially long-lasting impact on high priority health-related issues facing the State.

Responding to the Department's invitation, the Philanthropic Collaborative's Steering Committee selected two priorities for an initial matching grants effort: school-based health programs for low-income and medically underserved children and rural health. The Committee also urged that the matching grants:

- preserve the integrity and independence of individual foundation efforts
- be flexible and encourage innovation
- maximize existing infrastructures
- avoid supplanting existing publicly funded programs or creating excessive administrative burdens.

The Matching Grants Program will consist of a series of separate and distinct grant opportunities. For each priority issue identified by the foundations and the Department, funds must first be committed by all partners. Then a Request for Proposal (RFP) will be sent to local communities, outlining specific parameters about the use and accountability of grant funds. The RFP will also encourage local creativity and innovation, since the Matching Grants Program is intended to support solutions and

strategies that address the unique circumstances of different Georgia communities.

Proposals submitted in response to the RFP will be reviewed and ranked according to a specific set of criteria. Criteria will include, but not be limited to, assessment of need, local commitment of resources, collaboration of relevant stakeholders, long-term

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## *School Health Matching Grants*

**T**he Philanthropic Collaborative's first matching grants initiative focuses on encouraging the development of school health programs in those Georgia public schools serving low-income children without access to health services. School health was chosen for many reasons: the needs of children in Georgia, the recent State funding allocation for school nurses, the apparent lack of a unified vision for school health, and the compelling evidence that healthy children are better learners.

In response to the expressed interest of the foundation community and the

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# Rural Health Matching Grants

Rural health is a pressing issue in Georgia and has long been a focus of philanthropy in Georgia. Rural communities are experiencing a weakening health care infrastructure, insufficient numbers of providers to care for their residents, inadequate access to existing health care services, and poor health status relative to the State as a whole. For these reasons, the Philanthropic Collaborative for a Healthy Georgia chose rural health as its second priority area for a matching grants initiative.

As a first step in this initiative, a Symposium on Rural Health will be held in early 2001. The Symposium will be an opportunity for foundations and state officials to learn about some innovative health programs that rural communities have created and to hear from national experts about ways to engage state government and philanthropy in a strong, lasting partnership around rural health.

Shortly after the Symposium, the Rural Health Matching Grants Program will be initiated. Grants will support community efforts that seek to improve health status and access to health care for underserved populations. The Matching Grants Program will encourage providers in rural communities to think broadly about community health and to address the physical, mental and social

aspects of their community's well-being. This will undoubtedly require strengthening of the community's clinical infrastructure. Thus, the Matching Grants Program aims to bolster rural communities' capacity to:

- Create new and innovative local health care programs that meet the needs of the uninsured or underinsured in their community. Any number of programs could be funded that creatively reorganize and streamline the system of care for the uninsured and provide a holistic approach to community health. For example, communities could develop a new approach to help immigrants, other newcomers, and/or migrant health workers access the health system, or design effective ways to reduce access barriers for low-literacy medically indigent consumers.
- Establish programs that seek targeted health status improvements in the community. These efforts will help to improve the health status of low-income populations that experience a high prevalence of conditions that are amenable to treatment and case management. Programs will find new and effective ways to work with clinicians and encourage a multi-disciplinary approach to patient care. For example, communities could develop effective approaches for screening, early identification, and

treatment of individuals diagnosed with, or at risk for developing diabetes, cancer or hypertension.

- Find new and creative mechanisms to strengthen the financing of health care through utilization of federal, state, local and private resources.

The major collaborative partners in the Rural Health Matching Grants Program will be the Philanthropic Collaborative for a Healthy Georgia, the Southern Regional Access Program sponsored by The Robert Wood Johnson Foundation, and the Georgia Department of Community Health.

Successful grantees will be funded for a two-year period and will be expected to obtain a significant community match of 25% during the grant period. All funds for the Matching Grants Program will be administered by the Georgia Health Policy Center and disbursed to successful communities. The Center, through the Networks for Rural Health Program, will also provide on-going administrative and programmatic support for the development and implementation of the Matching Grants Program.

The Symposium and the Matching Grants Program will provide a valuable opportunity to enhance the lives of rural Georgians by engaging the philanthropic community and the state towards a common goal.

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organizational activities such as funding and membership, and oversee the work of the Georgia Health Policy Center which will serve as the administrative coordinator and convener of the Collaborative's efforts. She stressed that the development of a strong Collaborative is an iterative process, dependent upon feedback and advice from all interested individuals.

With the assistance of the Health Policy Center, the Collaborative will sponsor quarterly newsletters and periodic reports, as well as conferences for foundations to enable members to interact with and learn from health care experts. Programs, conferences, and meetings will be open to all Georgia grantmakers. To be on the Collaborative's mailing list, or to learn more about the Collaborative, please call Jim Ledbetter at 404-651-3104.

*Matching Grants Programs continued from page 2*

sustainability, strong local leadership, and public will. Proposals will be reviewed by a committee comprised of representatives from foundations and the Department of Community Health. The Georgia Health Policy Center will be responsible for staffing the grant review process, administering grant funds, monitoring funded projects, and evaluating project results.

The Matching Grants Program is a bold and unique undertaking – and the first of its kind in the country. It offers our State a unique opportunity to build partnerships between foundations and communities for improving the health of all Georgians.

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Department of Community Health, a Philanthropic Symposium on School Health was held in Atlanta on October 16, 2000. Through a series of presentations, participants learned about the health status of Georgia's school-aged children, ongoing local and national school health models, and opportunities for foundations to fund school health initiatives in the State. A summary of the Symposium proceedings is available from the Georgia Health Policy Center.

The purpose of the School Health Matching Grants Program is to leverage local funds (with the recent \$30 million dollar allocation from the State) and enable communities to expand basic school health services into more comprehensive programs. The Request for Proposals will be distributed to communities in mid-February, with a deadline for proposals in May. Awards will be announced in June, and the grant year will begin July 1. For more information about the School Health Matching Grants Initiative, please call Mary Ann Phillips at 404-651-3104.

## Steering Committee

*In response to the Governor's challenge, a Steering Committee was formed. Individuals from foundations involved on the Committee include:*

George Brumley, M.D.  
*Zeist Family Foundation*

Bobbi Cleveland  
*Tull Charitable Foundation*

Rhodes Haverty, M.D.  
*Georgia Health Foundation*

Warren Jobe  
*Georgia Power Foundation*

Pete McTier  
*Robert W. Woodruff Foundation*

Alicia Philipp  
*Community Foundation  
for Greater Atlanta*

Evonne Yancey  
*Kaiser Foundation Health  
Plan of Georgia*

The Georgia Health Policy Center is coordinating the work of the Philanthropic Collaborative.

For more information, please contact:

**James G. Ledbetter, Ph.D.**  
404-651-3104