

**COMMUNITY BENEFIT GRANT PROGRAM  
INFORMATION AND GUIDELINES  
2020 FUNDING CYCLE**



As a nonprofit health system, Piedmont Healthcare is committed to improving the health of residents in our communities. In addition to providing medical care, financial assistance and community education, Piedmont collaborates with organizations that are committed to making a difference in our communities. We believe that partnering with like-minded organizations is positively impacts change in our communities. To this end, Piedmont offers community benefit grant opportunities, which extend financial support to not-for-profit, community-based organizations that provide specific health-related services and programs for at-risk and underserved populations that align with our FY19 Community Health Needs Assessment. and [implementation strategies](#).

This year, we are funding up to \$25,000 for programs that eliminate barriers to affordable, appropriate care. These programs must target vulnerable patients, meaning those who are low-income, uninsured, those with complex chronic conditions, those who don't speak English well or at all, and the elderly. These programs must be executed within the community served by at least one of our hospitals:

Piedmont Athens	Piedmont Fayette	Piedmont Newton
Piedmont Atlanta	Piedmont Henry	Piedmont Rockdale
Piedmont Columbus Regional (both campuses)	Piedmont MountainSide	Piedmont Walton
	Piedmont Newnan	

For the purposes of these grants, we define our community as the home county and/or surrounding areas of the hospital.

In alignment with our CHNA's system-wide priorities, we specifically look to fund programs that either increase access to care for vulnerable community members or reduce opioid use, addiction and overdoses and deaths. These are two different grants with different sets of requirements. Please read through each opportunity carefully.

**Increase access to care through direct services:**

Overview

Our goal is to increase access to health, mental and/or dental care through direct services. Our focus is primarily on low-income, uninsured patients, though we are open to programs and services that target other vulnerable populations who face particular challenges when trying to get care. For the purposes of this grant, we define direct health, mental and/or dental services as those services directly provided to an individual with an ultimate goal of improving health outcomes among vulnerable populations and to make sure that individuals have equitable access to affordable, quality healthcare. We also define vulnerable as those that are uninsured, underinsured, have low or no incomes, live in a rural community, are a minority, have a complex chronic condition, may face bias due to sexual orientation or gender identity, the elderly and those who do not speak English well or at all.

What we can fund

For this grant, we can only fund programs that provide direct services to patients. Examples of programs include, but are not limited to:

- Direct mental, dental and/or health care services for vulnerable patients (see above definition)
- Direct specialty health care services for vulnerable patients
- Subsidized prescription programs
- Transportation services for low-income and/or mobility challenged community members to get to doctor appointments
- Licensed medical social worker programs working directly with low-income, uninsured patients to address socioeconomic barriers to care

#### What we can't fund

For this specific grant, we can't consider applications that focus on "one-touch" events, meaning health fairs or other events that generally lend to only one interaction with a community member. We also aren't able to consider applications that focus entirely on general community awareness. We also can't fund capital expenditures, marketing activities, operational costs and salaries for personnel not directly involved with the grant.

### **Reduce opioid abuse and related overdose deaths:**

#### Overview

Our goal is to make a meaningful impact on opioid use, addiction and deaths that have caused such harm in our communities. For this grant, we are open to applications that either target a specific population, including those considered particularly vulnerable to addiction, or the community at large. We also welcome applications that utilize community-based partnerships in executing proposed programming.

#### What we can fund

Specifically, we aim to fund programs that utilize community-based interventions to reduce opioid use, addiction and/or overdose and death. The ideal grantee would have demonstrated experience in this area and would utilize either best practice or an evidence-based approach to reducing opioid use. Additionally, we are open to grantees who propose regional programming.

Examples of programs include, but are not limited to:

- Addiction treatment and rehabilitation services
- Peer mentoring programs
- Community health worker programs specific to opioid use
- Mental health counseling services specific to opioid use
- Evidenced-based substance abuse programs tailored towards opioid use
- Targeted outreach programming

#### What we can't fund

For this particular grant opportunity, we are not able to fund activities centered on health fairs or other similar events. We also can't fund capital expenditures, marketing activities, operational costs and salaries for personnel not directly involved with the grant. We also are unable to provide funding to individuals or coalitions who are not associated with a nonprofit. If you are a community-based anti-opioid coalition seeking funding, you will need a designated nonprofit organization to sponsor your application.

## How to apply

Interested organizations can apply for the Access to Care Grant here and the Opioid Grant [here](#). Please note you will need to include a copy of your IRS nonprofit determination letter and the [grant budget template](#) to complete your application. You'll need to first save the template to your desktop and then fill it out locally. **Please do not fill it out online.** If you have any questions or concerns, please let us know at [communityprograms@piedmont.org](mailto:communityprograms@piedmont.org). Grant applications are due by 5 p.m. Tuesday, October 1, 2019.

## Who is eligible to apply?

- We can only give grants to not-for-profit, community-based organizations that are exempt from federal tax under section 501(c)(3) of the Internal Revenue Code. We also can consider grants from government entities, such as health departments.
- Groups owned and/or operated by Piedmont, for-profit organizations and individuals are not eligible to apply.
- Organizations that have received a community benefit grant in the past may reapply if they met all reporting criteria for previously funded cycle. But please note – organizations who currently have a grant with Piedmont but didn't file a midyear report aren't eligible to apply for a new grant this cycle.

## What programs could be funded?

- To be considered for a grant, funding requests need to:
  - Align with either our Access to Care or our Opioid priority
  - We cannot consider any grant applications that do not align with one of those two priorities
  - Have measurable goals and outcomes, following the [S.M.A.R.T. format](#)
  - Include a thoughtful evaluation plan
  - Target vulnerable populations, which we define as the uninsured, underinsured, have low or no incomes, live in a rural community, are a minority, have a complex chronic condition, may face bias due to sexual orientation or gender identity, the elderly and those who do not speak English well or at all
- We can't fund:
  - Events, fundraisers or conference fees
  - One-touch events
  - Capital funds or funds being raised for new buildings or building improvements
  - Sponsorships
  - Marketing or advertising costs
  - Programs or activities that specifically target non-vulnerable populations, such as an insured population

## Grant specifics

- We are only able to fund up to \$25,000 per organization for Access to Care grants and \$20,000 per organization for Opioid grants.
- Grants generally last for one calendar year (January to December), though we will consider grants that are longer or shorter. If you do apply for and are approved for a grant that is longer than a calendar year, please know you wouldn't be able to apply for another grant until the current grant is completed.

- There's a chance we can't fund your full requested amount. In that situations, grant requests may be partially funded. If this happens, we'll work with you to submit a revised request that recasts goals, timelines and plans to align with the amended grant amount.
- Grant recipients will be required to sign a grant agreement with Piedmont Healthcare that outlines agreed upon goals and expectations. This will include mandatory reporting requirements.
- Funds will be paid in one installment in January 2020.

### **Tips for a successful application**

- Be ambitious with your goals. Shoot for something that would have a significant and meaningful impact on the community you serve.
- But make your goals attainable. This doesn't mean to aim low; this just means to be sure what you are proposing is feasible with the timeframe and budget you lay out.
- We are most interested in impact, not attendance. Programs that can affect and measure true change are more likely to be funded.
- This means it's important to take the evaluation plan seriously. We are most interested in programs that demonstrate a fully thought-out plan to address unmet community health needs and follow along the S.M.A.R.T. goal format.
- Health equity should be a core part of your programming. How does your program address the underlying root causes of bad health, and what sustainable changes are you able to make? Be clear in how you will work to achieve health equity.
- Finally, please make sure your application aligns the above priorities. For our community benefit grants, we aren't able to consider applications that fall outside of our identified health priorities.