

The Atlanta Journal-Constitution

Atlantan quarantined with deadly TB strain

Feds hit Georgia mental hospital

Influenza A (H1N1) 2009



Nutrition Facts	
Serving Size 1/4 cup (40g)	
Servings Per Container 7	
Amount Per Serving	
<b>Calories</b> 130	<b>Calories from Fat</b> 0
<b>% Daily Value*</b>	
Total Fat 0g	0%
Saturated Fat 0g	0%
Total Fat 0g	0%
Cholesterol 0mg	0%
Sodium 0mg	0%

Advancing Public Health in Georgia

Healthcare Georgia Foundation  
grantmaking for health



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

# A Message from the Board Chair and President

## Together, we can do better

History reminds us that Georgia too often has faltered in efforts to measurably improve the health of its residents. Our state has an unfortunate record of allowing health conditions to exist long after problems have been identified and solutions offered. Georgia ranks at or near the bottom on numerous measures of health status. We can and must do better!

For the past 10 years, Healthcare Georgia Foundation has witnessed the adverse effects of declining health funding, the absence of bold leadership, public complacency, and the spiraling costs of poor health outcomes. As a consequence, health needs in Georgia exceed those of most states. A review of state budget records in the Atlanta Journal Constitution on July 5, 2009 shows that Georgia spends less than \$20 per person per year—about a nickel a day. Regrettably, in many cases, we are getting what we pay for. No where is that more apparent than with Georgia's public health system.

Georgia's public health system has been charged with protecting and improving the lives of Georgians since the state General Assembly created the first Board of Health in 1875. State budget cuts in recent years have left Georgia's public health system in critical condition. While the number of unemployed and uninsured Georgians has increased and the duties and expectations of public health have expanded, resource constraints place the health of our state's population in jeopardy. More than 1,000 public health positions across the state are vacant. Salaries are low and turnover is high, and prevention programs (making up less than 5% of the health care budget) have been reduced or eliminated.

For the benefit of all Georgians, we at Healthcare Georgia Foundation believe it is time to reinvest in and rebuild Georgia's public health system. Public health touches the lives of every Georgian. Our residents expect and deserve a high performing system—a system that saves money and, more importantly, saves lives.

In 2010, the Foundation launched *Partner UP! For Public Health*, a statewide advocacy campaign designed to advance public health in Georgia. *Partner UP!* is a multifaceted effort which asserts that together we can create a 21st century public health system in Georgia, and for Georgians. This 2009 Annual Report highlights the objectives of and early investments in this critically important initiative.

## Funding Highlights

In 2009, the Foundation's eighth year of grantmaking, we awarded 49 grants totaling \$3,972,700 and exceeding annual projections. For Healthcare Georgia Foundation the year was marked with a significant number of strategic and aggressive investments designed to support expanded access to affordable, quality health care for Georgia's underserved population. In addition to the statewide launch of *Partner Up! For Public Health*, the Foundation's grantmaking included:

### Georgia Childhood Asthma Management Program

A multi-year effort aimed toward improving asthma outcomes through the delivery of comprehensive and integrated disease management and education for children, youth, and their caregivers.

### HealthTec<sup>dl</sup>

Phase III of a statewide Distance Learning Program in which Georgia's network of Area Health Education Centers will produce and deliver 50-plus distance learning programs designed to strengthen Georgia's health care workforce and nonprofit health organizations.

### Evaluation Resource Center

Establishment of the center and a systematic approach to strengthening the evaluation capacity and performance of nonprofit health organizations.

## Community Service Awards

Also in this report, the Foundation is honored to recognize the recipients of the 2010 Joseph D. Greene Community Service Award. The awards were given by the Foundation to five individuals and two community collaboratives for their exemplary volunteer work and dedication to advancing health and health care across Georgia.

We extend our congratulations to these exceptional leaders. May their service and accomplishment serve as models for us all as together, we do better for Georgia.



Dr. Francis J. Tedesco  
BOARD CHAIR



Gary D. Nelson  
PRESIDENT

# Together We Can Do Better: Creating a 21st Century Public Health System for Georgians

Public Health is the system that ensures the conditions are optimal for Georgians to be healthy.

Whether there is an outbreak of H1N1, an act of bioterrorism, a widespread food borne illnesses or the current obesity epidemic, most Georgians expect the state to be prepared to prevent, detect and contain a significant public health threat. Most also assume a public health safety net is in place to address air and water contamination that force the closure of schools and businesses and that it addresses the need for prenatal care in a community in which the infant mortality rate rivals that of a developing Third World country. If this protective safety net is not in place, then what are the health and economic consequences for each Georgian and the communities in which they reside?

Public Health is the system that ensures the conditions are optimal for Georgians to be healthy. Established in 1875, Georgia's public health system represents the state's commitment to preventing epidemics and the spread of disease, protecting against environmental hazards, avoiding injuries, encouraging healthy behaviors and ensuring the quality and accessibility of health services. The Division of Public Health is the "lead agency entrusted by the people of the State of Georgia with the ultimate responsibility for the health of communities and the entire population." Over the years, public health has evolved into a state-run system comprising 18 health districts and 159 county health departments.



In July 2010 supporters of public health in Georgia launched a campaign aimed at educating policymakers and the public about the need to reinvest in and rebuild the state's public health system. Under the direction of the Hayslett Group, the campaign, *Partner Up! For Public Health*, created a Web site ([www.togetherwecandobetter.com](http://www.togetherwecandobetter.com)), organized a statewide advisory board of nearly 30 organizations and held advocacy leadership academies in Athens, Rome, Savannah and Tifton. The campaign was initiated and funded by Healthcare Georgia Foundation in response to nearly a decade of funding cuts that have decimated the state's

public health system. This initiative is aimed at building public and political will to achieve the following:

- Move Georgia from the bottom on state health rankings to the top;
- Restore a decimated public health budget;
- Revitalize a dramatically downsized public health workforce;
- Ensure that public policy results in desirable public health outcomes;
- Position public health leadership with greater authority, autonomy and resources.



This campaign is a first step in many that we need to take to ensure the health of Georgia's residents. Together we must build 21st century public health system that saves lives and money. If the health of each of us is inextricably linked to the health of all of us, then Georgia must preserve, protect and promote public health capacity. Together we can do better!

## Campaign Grants

### The Hayslett Group

Support to execute a statewide advocacy campaign titled: Advancing Public Health in Georgia

### The University of Georgia Grady College of Journalism and Mass Communications

For the establishment of a Public Health News Bureau

**The Georgia Public Health Association (GPHA)** For support to strengthen the organizational capacity for this statewide public health membership organization

### Mathews & Maxwell

To develop a multi-purpose 2010 election guide featuring candidates for governor and their positions with respect to priority health issues

### Georgians For A Healthy Future

Support to establish a consumer health advocacy organization and build support for policies that will lead to better health and health care for all Georgians

### Georgia SOPHE

Support for participation in the Foundation's Advancing Public Health in Georgia campaign

### UGA Survey Research Center

Support to conduct and analyze public opinion polls to assess public attitudes toward policies designed to improve public health and expand access to health care in Georgia

### Georgia Budget and Policy Institute

Support to conduct research and analysis of state budget and tax policies, with attention to healthcare and public health policy

### HealthTec<sup>dl</sup>

Support for the design and execution of Healthcare Georgia Foundation's distance learning program designed to strengthen Georgia's healthcare workforce and nonprofit health organizations

### Philip Graitcer

Support for a series of podcasts highlighting the issues and opportunities confronting Georgia's public health system

### Avatar Communications

Support to Healthcare Georgia Foundation for strategic communications

# Highlights of 2009–Year in Review

During the past eight years, Healthcare Georgia Foundation has awarded more than \$35 million in grants to advance the health of all Georgians and to expand access to affordable, quality health care among underserved individuals and communities.

In 2009, the Foundation continued its commitment to addressing health disparities, expanding access to primary health care, and strengthening nonprofit health organizations.

## Addressing Health Disparities

As we continue to examine the complex issues of health disparities through research and convenings, the Foundation temporarily reduced the total amount of funding allocated to this priority area in 2009. However, the Foundation stepped up its efforts in regards to mental health disparities. In fact, in light of the recent U.S. Department of Justice lawsuit against the state regarding delivery of mental health services, the Foundation is weighing opportunities to influence significant reform in this area. Specifically, the Foundation is interested in further examining philanthropy's role in addressing mental health disparities among Georgia's children and youth. The Schapiro Group received a grant to help the Foundation navigate through the formal and informal mental health system of services and supports. Through stakeholder interviews, convenings, and a public opinion poll, the Schapiro Group helped the Foundation sharpen its focus in a number of areas for further grantmaking. Most prominent is the Foundation's interest in the establishment of service delivery models that embrace the integration of primary care with mental health and behavioral health. A host of policy, workforce, and revenue/reimbursement issues are closely linked to this vital integration process.

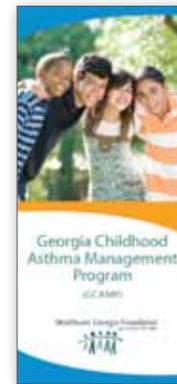
In 2009, the Foundation also issued a Request For Proposals (RFP) examining the economic impact of high disparity health conditions in Georgia. The intent of this RFP is to strengthen local community capacity to identify, measure, and strategically address health disparities having an economic impact on the community.

## Expanding Access to Primary Health Care

Prominently featured in our 2009 grantmaking are the following strategic investments:

### Georgia Childhood Asthma Management Program (GCAMP)

In 2009, the Foundation launched its second grantmaking initiative focusing on a significant health problem in Georgia—childhood asthma. According to the



Centers for Disease Control and Prevention, childhood asthma is the third ranking cause of hospitalization among children 15 years and younger and is one of the most common health-related causes of school absenteeism and parents missing days of work.

GCAMP is a multi-year funding effort by the Foundation to establish and support coordinated, comprehensive, evidence-based programs that foster linkages among those responsible for children's asthma care. Medical providers, schools, community organizations, and families can all work together to help children with asthma breathe easier. Program goals include:

- Improve asthma self-management among children.
- Improve access and quality of health services for children with asthma.
- Increase asthma awareness and knowledge among children with asthma, their parents/caregivers, and the general public.

- Support new or existing community partnerships and/or coalitions which implement and sustain comprehensive, integrated, and community-wide strategies.
- Reduce the prevalence of environmental triggers associated with the effective management of asthma.
- Reduce disparities in childhood asthma outcomes.

**GCAMP grantees include:**

Children's Healthcare of Atlanta

Georgia Association for Primary Health Care, Inc.

Georgia State University Research Foundation

Lowndes County Board of Health

St. Galilee Outreach Ministry, Inc.

Georgia Southern University



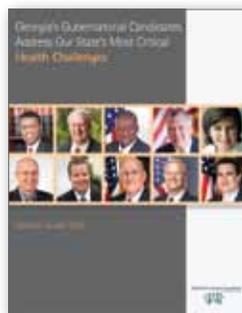
I think we have some real challenges in terms of strengthening the pipeline and infrastructure for the next generation for health care providers that we are going to need.

Quotations on this page and pages following are from Healthcare Georgia Foundations' "Listening Tour 2010". To read this or any of the publications pictured in this annual report, visit: [www.healthcaregeorgia.org](http://www.healthcaregeorgia.org) and click on the publications link.

### Georgia's Gubernatorial Candidates Address Our State's Most Critical Health Issues—Election Guide 2010

The 2010 gubernatorial election is a defining moment in the state's efforts to improve health and health care for all Georgians. Consider the context: the current national economic downturn, federal health care reform efforts, our state's declining revenues, and a population confronted with a host of intractable health problems. Principled, informed leadership has never been so urgently needed.

The Foundation, in partnership with Mathews & Maxwell, Inc., a governmental affairs consulting firm, began work on this multi-purpose election guide in the fall of 2009. The purpose of the guide was to inform both voters and candidates, and to encourage leadership by all elected officials in efforts to address our state's most pressing health issues.



### Strengthening Nonprofit Health Organizations

#### Evaluation Research Center (ERC)

Building on five years of planning and deliberation, Healthcare Georgia Foundation has embarked on one of its most ambitious efforts to date by establishing the ERC to build evaluation capacity among Georgia's nonprofit health organizations. This initiative is derived from the Foundation's concern about the quality of evaluation results produced by nonprofits and the difficulty of engaging qualified evaluators to work with small and medium-sized nonprofits. By establishing the ERC, the Foundation is affirming its role in ensuring the success of grantees by providing evaluation guidance and capacity building support, including training and technical assistance. The ERC's mission is to provide coordinated, high quality evaluation capacity building services to Foundation grantees and other health related nonprofits.

The Evaluation Resource Center will serve as a valuable tool, a strategic intervention, and a ready resource to improve performance and measureable results among Foundation grantees. In 2009, the Foundation in partnership with the Center for Community Health and Evaluation began developing the ERC and its strategic services, including the provision of evaluation training and technical assistance to organizations engaged in health policy.

# 2010 Joseph D. Greene Community Service Award Recipients

In March, Healthcare Georgia Foundation recognized five individuals and two community collaboratives for their dedication and commitment to improving health and health care across Georgia.

The award embodies the legacy of a founding Board member of the Foundation—Joseph D. Greene. They are honored for their unselfish, charitable acts which have been given freely from the heart and with significant benefits to the health of Georgians.

## HealthTec<sup>dl</sup>

In 2009, Healthcare Georgia Foundation committed additional funding for its signature distance learning program designed to support and strengthen Georgia's health care workforce and services provided by nonprofit health organizations. HealthTec<sup>dl</sup> began as a Foundation pilot program in 2007, focusing on the strategic application of technology to provide training, technical assistance, and capacity building services to a wide array of nonprofit organizations and health professionals.



The Foundation subsequently created a partnership with Georgia's statewide network of Area Health Education Centers, the nonprofit technology provider TechBridge, and Avatar Communications to provide a comprehensive agenda of web-based programs.

Since inception, more than fifty distance learning programs designed for health professionals and nonprofit health organizations have been presented and archived through video and web conferencing technology. Many of these training and capacity building professional education programs are available at no cost to viewers and some programs qualify viewers for CE/CME credit eligibility. Further information can be found at [www.healthtecdl.org](http://www.healthtecdl.org)

## Collaboratives



## Individual Recipients

### Greg Block

*Volunteer organization:*  
First Step



### Eleanor (Lee) Frances Brown, RN, CNP, retired

*Volunteer organization:*  
American Cancer Society



### Bill Cohen

*Volunteer organization:*  
Center for the Visually Impaired



### Susan Greene, RN, MSN, GNP

*Volunteer organization:*  
Healthy Feet of Fannin County, Inc.



### Alana Shepherd

*Volunteer organization:*  
Shepherd Center





### Georgia Health Indicators

Indicator	2008-09	2007-08
<b>Health Status</b>		
1. Self-Reported Health	84.0%	83.0%
2. % of adult population with at least one chronic condition	71.0%	70.0%
3. % of adult population with at least one chronic condition and at least one risk factor	60.0%	59.0%
4. % of adult population with at least one chronic condition and at least one risk factor and at least one behavioral risk factor	43.0%	42.0%
5. % of adult population with at least one chronic condition and at least one risk factor and at least one behavioral risk factor and at least one social determinant	31.0%	30.0%
<b>Healthcare Access</b>		
6. % of population with health insurance	92.0%	91.0%
7. % of population with a usual source of care	84.0%	83.0%
8. % of population with a usual source of care and a usual source of care in the past 12 months	78.0%	77.0%
9. % of population with a usual source of care and a usual source of care in the past 12 months and a usual source of care in the past 12 months	72.0%	71.0%
10. % of population with a usual source of care and a usual source of care in the past 12 months and a usual source of care in the past 12 months and a usual source of care in the past 12 months	66.0%	65.0%
11. % of population with a usual source of care and a usual source of care in the past 12 months and a usual source of care in the past 12 months and a usual source of care in the past 12 months	60.0%	59.0%
12. % of population with a usual source of care and a usual source of care in the past 12 months and a usual source of care in the past 12 months and a usual source of care in the past 12 months	54.0%	53.0%
13. % of population with a usual source of care and a usual source of care in the past 12 months and a usual source of care in the past 12 months and a usual source of care in the past 12 months	48.0%	47.0%
14. % of population with a usual source of care and a usual source of care in the past 12 months and a usual source of care in the past 12 months and a usual source of care in the past 12 months	42.0%	41.0%
15. % of population with a usual source of care and a usual source of care in the past 12 months and a usual source of care in the past 12 months and a usual source of care in the past 12 months	36.0%	35.0%
16. % of population with a usual source of care and a usual source of care in the past 12 months and a usual source of care in the past 12 months and a usual source of care in the past 12 months	30.0%	29.0%
17. % of population with a usual source of care and a usual source of care in the past 12 months and a usual source of care in the past 12 months and a usual source of care in the past 12 months	24.0%	23.0%
18. % of population with a usual source of care and a usual source of care in the past 12 months and a usual source of care in the past 12 months and a usual source of care in the past 12 months	18.0%	17.0%
19. % of population with a usual source of care and a usual source of care in the past 12 months and a usual source of care in the past 12 months and a usual source of care in the past 12 months	12.0%	11.0%

### Georgia Census Data: Embracing Racial and Ethnic Diversity



# Grantmaking Priority Areas

Healthcare Georgia Foundation has established grantmaking priority areas that reflect prevalent health problems; the disproportionate burden of morbidity, mortality, and disability among underserved individuals; and statewide public input on perceived opportunities to advance the health of all Georgians.

The Foundation accepts Letters of Inquiry in response to the following Grantmaking Priority Areas:

## Addressing Health Disparities

Healthcare Georgia Foundation can do much to encourage and strengthen the state's capacity, leadership, readiness and focus for eliminating high disparity conditions. Consistent with our mission and goals, such grantmaking would focus on creating the necessary conditions to address the commonly agreed upon causes of health disparities: unequal access to healthcare and treatment; socio-cultural and informational barriers that prevent full access to quality health information and service utilization; and the inadequate supply of appropriate, well-trained health care providers.

## Expanding Access to Primary Health Care

Through strategic grantmaking, Healthcare Georgia Foundation can improve access to primary health care services by Georgia's uninsured and underinsured population. In an effort to provide a comprehensive, integrated and seamless system of health services, the Foundation's technical and fiscal resources could support: applied research/practice-based and intervention research, work force development (both pre-service or in-service), leadership development and recognition, health policy analysis and advocacy, organizational improvement, and the provision of preventative health services.

## Strengthening Nonprofit Health Organizations

Healthcare Georgia Foundation proposes allocating resources specifically for organizational improvement grants. These grants will be awarded to eligible organizations for the purpose of strengthening and sustaining their capacity to fulfill their mission. The grants underscore the Foundation's commitment to assist underserved populations and the organizations that serve them. Organizational improvement grants will support the core functions, operations, or the administrative infrastructure of health-related nonprofits. For example, grantmaking for organizational improvement may include support for existing staff, staff development and training, developing a business plan, fundraising, strategic planning, upgrading internal data systems, and leadership training.



# 2009 Grantees

## **Avatar Communications, Inc.**

\$120,000

*Strengthening Nonprofit Health Organizations*

Provide support for the marketing and communications for 48 HealthTec<sup>dl</sup> events.

## **Avatar Communications, Inc.**

\$150,000

*Strengthening Nonprofit Health Organizations*

Plan and execute Connections 2010, Healthcare Georgia Foundation's fourth grantee and partner conference.

## **Berrien County Collaborative, Inc. (Fiscal Agent-Berrien Board of Education)**

\$50,000

*Strengthening Nonprofit Health Organizations*

Implement capacity building activities to develop a school-based health clinic in Berrien County, GA.

## **Blue Ridge Area Health Education Center**

\$25,500

*Strengthening Nonprofit Health Organizations*

Provide support for the production of six HealthTec<sup>dl</sup> programs, evaluation data, and sustainability plan.

## **Camp Twin Lakes**

\$5,000

*Strengthening Nonprofit Health Organizations*

Provide support for the position of Camp Director for Camp New Hope.

## **Caring Hands Health Clinic, Inc.**

\$45,000

*Expanding Access to Primary Healthcare*

Expand primary care and dental services in White County.

## **Children's Healthcare of Atlanta**

\$150,000

*Expanding Access to Primary Healthcare*

Create a Comprehensive Asthma Management Program to provide an integrated approach to managing childhood asthma for children in metropolitan Atlanta.

## **Danya International, Inc.**

\$99,500

*Expanding Access to Primary Healthcare*

Support formative communications research designed to better understand and advance the concept of the medical home.

## **Experion Healthcare Group**

\$4,900

*Expanding Access to Primary Healthcare*

Develop a concept paper on hospital community benefits.

## **FCS Urban Ministries Inc.**

\$7,000

*Strengthening Nonprofit Health Organizations*

Analyze and present the results of the third survey of Healthcare Georgia Foundation applicants and grantees.

## **Foothills Area Health Education Center**

\$25,500

*Strengthening Nonprofit Health Organizations*

Provide support for the production of six HealthTec<sup>dl</sup> programs, evaluation data, and sustainability plan.

## **GEARS, Global Evaluation & Applied Research Solutions, Inc.**

\$3,000

*Addressing Health Disparities*

Conduct an environmental scan, and research and produce a concept paper on the promising practices, and/or evidence-based strategies for addressing health disparities and options for future investments as it relates to capacity building.

## **Georgia Association for Primary Health Care, Inc.**

\$150,000

*Expanding Access to Primary Healthcare*

Improve asthma management among children and adolescents by implementing the Learning Model, Chronic Care Model, and Performance Improvement Model in three of Georgia's federally qualified health centers.

## **Georgia Budget and Policy Institute, Inc.**

\$250,000

*Expanding Access to Primary Healthcare*

Conduct research and analysis of state budget and tax policies, with attention to health care policy.

## **Georgia Hospital Association**

\$10,000

*Strengthening Nonprofit Health Organizations*

Provide training and technical assistance to hospitals in Georgia to apply for funding opportunities that may be available through the American Recovery and Reinvestment Act.

## **Georgia Lions Lighthouse Foundation**

\$50,000

*Expanding Access to Primary Healthcare*

Support the expansion of vision services to patients at safety net clinics in rural communities throughout Georgia.

## **Georgia Public Health Association**

\$200,000

*Strengthening Nonprofit Health Organizations*

Provide support to strengthen the organizational capacity in order to create a more sustainable and viable association.

## **Georgia Rural Health Association, Inc.**

\$2,500

*Strengthening Nonprofit Health Organizations*

Provide support to establish a telehealth advisory committee and to submit a grant proposal in response to a national Request for Proposal in support of rural health technology.

**Georgia Southern University  
Research and Service Foundation, Inc.**  
\$7,000

*Strengthening Nonprofit Health Organizations*  
Provide support for the Georgia Society for Public Health Education/Georgia Federation of Professional Health Educators executive director position and for participation in Healthcare Georgia Foundation's Public Health Advocacy Campaign.

**Georgia Southern University  
Research and Service Foundation, Inc.**  
\$100,000

*Expanding Access to Primary Healthcare*  
Design a cross-site and site specific evaluation of the Georgia Childhood Asthma Management Program designed to improve asthma outcomes among Georgia's children and adolescent populations.

**Georgia State University  
Research Foundation**  
\$7,500

*Strengthening Nonprofit Health Organizations*  
Support a six-month exploration of the needs of Atlanta's safety net providers.

**Georgia State University  
Research Foundation**  
\$150,000

*Expanding Access to Primary Healthcare*  
Expand an existing program in the Neighborhood Planning Unit V (NPU-V) community, with a specific focus on asthma management, training, and health care navigation for children and their parents/caregivers.

**Georgia Statewide Area  
Health Education Center**  
\$25,500

*Strengthening Nonprofit Health Organizations*  
Provide support for the production of six HealthTec<sup>dl</sup> programs, evaluation data, and sustainability plan.

**Grady Memorial Hospital Corporation**  
\$290,000

*Expanding Access to Primary Healthcare*  
Support to increase access to primary and preventative care at Grady's eight neighborhood health centers in Fulton and DeKalb counties.

**Grantmakers In Aging, Inc.**  
\$10,500

*Strengthening Nonprofit Health Organizations*  
Plan and convene two sessions on healthy aging at the 2009 Council on Foundations Annual Meeting including a site session at the Centers for Disease Control and Prevention on May 4, 2009.

**Grantmakers In Health**  
\$2,500

*Strengthening Nonprofit Health Organizations*  
Provide support for the GIH annual meeting on health philanthropy scheduled for March 18-20, 2009, in New Orleans, LA.

**Grantmakers In Health**  
\$4,000

*Strengthening Nonprofit Health Organizations*  
Provide core operating support for the provision of the following services, programs and activities during 2009: annual meeting on health philanthropy, audio conferences, issue dialogues, issue networks, and GIH bulletin.

**Group Health Research Institute-Center  
for Community Health and Evaluation**  
\$175,000

*Strengthening Nonprofit Health Organizations*  
Provide support to design and begin implementation of an Evaluation Resource Center (ERC) serving nonprofit health organizations throughout Georgia.

I think it's a pattern of the health care industry that we've waited too long for someone to tell us how to do it when we really know how.

**Hayslett Group LLC**  
\$307,500

*Strengthening Nonprofit Health Organizations*  
Support the execution of a statewide advocacy campaign, Advancing Public Health in Georgia.

**Hayslett Group LLC**  
\$7,300

*Expanding Access to Primary Healthcare*  
Support for license renewal for the Georgia Statewide Trauma Action Team (GSTAT) website.

**Lowndes County Board of Health (Fiscal  
Sponsor-Children's Medical Services)**  
\$150,000

*Expanding Access to Primary Healthcare*  
Continue an existing childhood asthma program through Children's Medical Services and support program expansion into three neighboring counties.

**Magnolia Coastlands Area Health  
Education Center**  
\$25,500

*Strengthening Nonprofit Health Organizations*  
Support production of six HealthTec<sup>dl</sup> programs, evaluation data, and sustainability plan.

**Mathews & Maxwell, Inc.**  
\$60,000

*Expanding Access to Primary Healthcare*  
Design and produce a 2010 Georgia election guide featuring candidates for governor and lieutenant governor and their positions with respect to priority health issues.

# 2009 Grantees

## **Mental Health America of Georgia** \$5,000

*Strengthening Nonprofit Health Organizations*  
Provide support to enhance the mental health of all Georgians through education, outreach, and advocacy.

## **Morehouse School of Medicine** \$3,000

*Addressing Health Disparities*  
Conduct an environmental scan, and research and produce a concept paper on the promising practices, and/or evidence-based strategies for addressing health disparities and options for future investments as it relates to capacity building.

## **MUST Ministries, Inc. (Fiscal Sponsor-Kennesaw State University Research and Service Foundation)** \$100,000

*Expanding Access to Primary Healthcare*  
In collaboration with Kennesaw State University's Wellstar College of Health and Human Services, expand health services at the KSU Community Clinic in Cobb County.

## **National Foundation for the Centers for Disease Control & Prevention, Inc.** \$3,000

*Strengthening Nonprofit Health Organizations*  
Provide support to serve as a conference convener/liaison to the 2009 Council on Foundations annual meeting and site session at CDC on May 4, 2009.

## **Porter Novelli** \$168,000

*Expanding Access to Primary Healthcare*  
Implement and report findings of Healthcare Georgia Foundation's fourth Listening Tour, Community Voices for Change.

## **Southeast Georgia Communities Project** \$200,000

*Addressing Health Disparities*  
Provide support to implement a diabetes prevention and management program for Latinos in Southeast Georgia.

## **Southeastern Primary Care Consortium, Inc. AAHEC** \$25,500

*Strengthening Nonprofit Health Organizations*  
Provide support for the production of six HealthTec<sup>dl</sup> programs, evaluation data, and sustainability plan.

## **Southwest Georgia Area Health Education Center, Inc. (SOWEGA-AHEC)** \$25,500

*Strengthening Nonprofit Health Organizations*  
Provide support for the production of six HealthTec<sup>dl</sup> programs, evaluation data, and sustainability plan.

## **St. Galilee Outreach Ministry, Inc. (SWAH Empowerment, Inc.)** \$90,000

*Expanding Access to Primary Healthcare*  
Implement the Central Georgia Asthma Education Initiative, a community health education program targeting six counties in the North Central Health District.

## **TechBridge, Inc.** \$245,000

*Strengthening Nonprofit Health Organization*  
Support the technology implementation, network management, network maintenance, program support, and training efforts for the use of HealthTec<sup>dl</sup> for Healthcare Georgia Foundation's Distance Learning initiative.

## **The Carter Center, Inc.** \$10,000

*Access to Primary Healthcare*  
Support the 25th Annual Rosalynn Carter Symposium on Mental Health Policy, Preparing for Health Care Reform: Challenges and Opportunities for Behavioral Health Care.

Cost of care is certainly an issue. Even if I have access to it, someone has to pay for it.

## **The Schapiro Group, Inc.** \$9,000

*Addressing Health Disparities*  
Provide support to design, conduct, analyze and report the results of key informant interviews for the purpose of gathering information on the status and viability of integrating primary care and mental health in Georgia.

## **The Schapiro Group, Inc.** \$47,000

*Expanding Access to Primary Healthcare*  
Provide support to analyze Georgia's policy capacity to address the integration of primary care and mental health among children and adolescents in the state.

## **Three Rivers AHEC** \$25,500

*Strengthening Nonprofit Health Organization*  
Support the production of six HealthTec<sup>dl</sup> programs, evaluation data, and sustainability plan.

## **University of Georgia Research Foundation, Inc. for Grady College of Journalism and Mass Communication, Health and Medical Journalism Program** \$46,000

*Strengthening Nonprofit Health Organization*  
Support the establishment of a Public Health News Bureau.

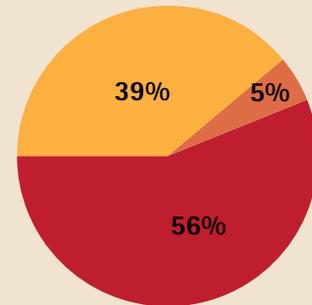
## **Voices for Georgia's Children** \$300,000

*Expanding Access to Primary Healthcare*  
Provide support to strengthen local and state capacity to advocate for improved child health in Georgia.

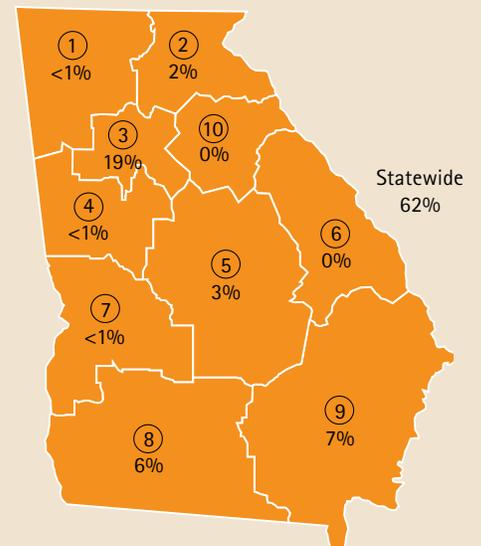
**Total (49 grants) \$3,972,700**

# 2009 Grants Summary: Grantmaking by the Numbers

2009 Grantmaking by Priority Area	Amount Awarded	% of Total
Addressing Health Disparities	\$215,000	5%
Expanding Access to Primary Healthcare	\$2,221,700	56%
Strengthening Nonprofit Health Organizations	\$1,536,000	39%
<b>TOTAL</b>	<b>\$3,972,700</b>	<b>100%</b>

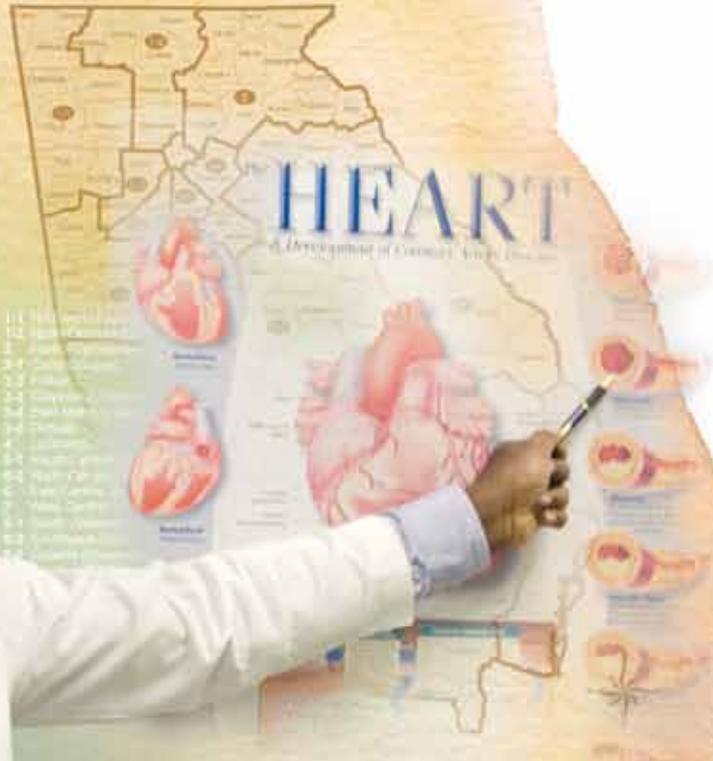


2009 Grantmaking by Region	Amount Awarded	% of Total
① Northwest	\$25,500	<1%
② Northeast	\$70,500	2%
③ Metropolitan Atlanta	\$765,500	19%
④ LaGrange	\$8,500	<1%
⑤ South Central/North Central	\$98,500	3%
⑥ Augusta	\$0	0%
⑦ West Central	\$8,500	<1%
⑧ Southwest	\$250,000	6%
⑨ Southeast, Coastal	\$250,500	7%
⑩ Athens	\$0	0%
Statewide	\$2,470,200	62%
<b>TOTAL</b>	<b>\$3,972,700</b>	<b>100%</b>



2009 Grantmaking Summary	Amount Awarded	Number of Grants
<b>TOTAL</b>	<b>\$3,972,700</b>	<b>49</b>

GEORGIA  
Public Health Districts

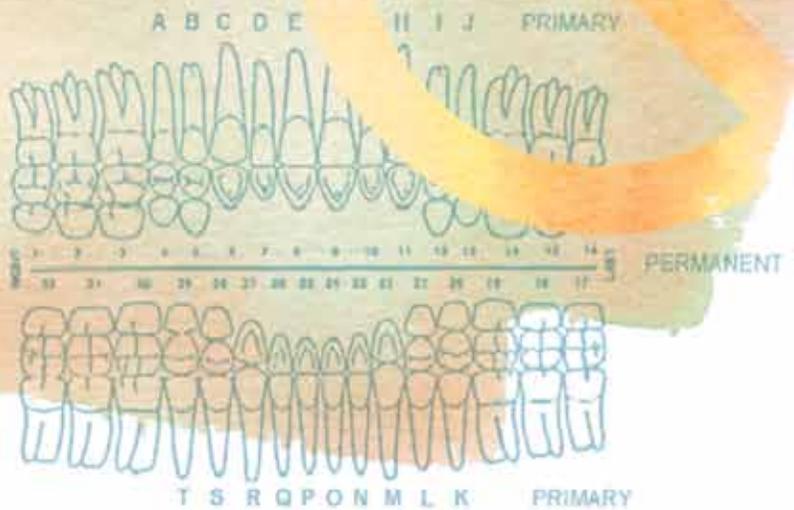


"Wellbee" says  
**BE WELL!**

take  
**ORAL**

**POLIO**  
VACCINE

- tastes good
- works fast
- prevents polio



# 2009 Survey of Grant Applicants

## Asking, Listening, and Preparing to Act

Accountability and transparency have been important guiding principles since Healthcare Georgia Foundation began grantmaking in Georgia in 2002. The Foundation also places a high value on continuous improvement in its pursuit of grantmaking excellence in health.

One tool the Foundation uses to assess the progress of its philanthropic activities is a periodic survey of grant applicants. Surveys were conducted in 2003 and 2005, and again in 2009. The surveys are one of the ways the Foundation receives feedback on applicants' experiences with the grantmaking process as well as the Foundation's roles and other services.

Overall, the 2009 survey revealed a Foundation that was well regarded, had a strong application/grants process, and reached the underserved. It was increasingly viewed as effective in undertaking certain roles in the community, and its materials and services were clear and valuable. Areas for exploration by the Foundation included the complexity of the grants process, the perception of being difficult to understand or inaccessible, and why there was less alignment with certain funding priorities and less effectiveness with certain roles. Respondents' suggestions included reaching out more across the state, increasing awareness and marketing of materials, and providing more fundraising training through distance learning.

In conclusion, several major themes emerged from the findings of the 2009 survey. The survey paints a picture of an organization that has become increasingly well-known and well-regarded. It is seen as professional and forward thinking. Even among those who did not receive funds, 87% of their descriptive words were positive. At the same time, other words indicated a need for ongoing self-evaluation to avoid being difficult to understand or inaccessible. The report is available on our website at [www.healthcaregeorgia.org](http://www.healthcaregeorgia.org).

The Foundation was believed to be reaching the underserved of the state. A significant number, though smaller, held the belief that the Foundation was reaching the entire state.

ROLES EFFECTIVELY PLAYED	YES IN 2005	YES IN 2009	INCREASE	I DON'T KNOW IN 2009
Identifies and invests in emerging health issues	71%	82%	Up 11%	14%
Strengthens nonprofit health organizations	66%	81%	Up 15%	15%
Supports work that applies strategic health policy as a vehicle for change	50%	71%	Up 21%	22%
Convvenes the community on strategic health issues	44%	62%	Up 18%	28%

# Instructions for Submitting Letter of Inquiry

Letters of Inquiry (LOI) may be submitted at any time. The Foundation will acknowledge receipt of the LOI within three months and notify the applicant organization of the results of the Foundation's review and decision whether to request a complete grant proposal. Letters of Inquiry should be approximately 2-3 pages in length, following the format below.

To obtain more information about submitting a grant request, please visit [www.healthcaregeorgia.org](http://www.healthcaregeorgia.org).

## 1. Funding Request

Describe your funding request. Include the dollar amount you are requesting and the period the funds would cover. Highlight how your proposed program/project fits with the Foundation's mission and goals, and one of the Foundation's grantmaking priority areas. Requests for organizational improvement support within the Strengthening Nonprofit Health Organizations grantmaking priority area should not exceed \$50,000.

## 2. About your Organization

Describe your organization's history and mission, including the year it was established.

## 3. Problem or Opportunity

Describe the particular health problem or opportunity your program or project seeks to address. What is the current magnitude of this problem or opportunity specific to the state of Georgia or your local community/region?

## 4. Program

Describe the program's purpose and list 2-3 major objectives for this project/program during the proposed funding period.

## 5. The Target Population

Describe who will benefit from this program. Highlight any relevant characteristics (i.e. gender, age groups, ethnic-racial composition, disability socio-economic status and/or income) that further clarify your target group.

## 6. Success, Outcomes and Results

As a result of funding, what constitutes success for your organization or program? Describe how the program will be evaluated. Describe the steps you are currently taking to sustain your programs. Letters of Inquiry should be submitted in writing (on applicant letterhead) and signed by the executive director/president and/or a board member and mailed to the attention of:

Director of Grants Management  
Healthcare Georgia Foundation  
50 Hurt Plaza, Suite 1100  
Atlanta, Georgia 30303  
p. 404.653.0990

## Instructions for Submitting a Proposal

Following the receipt and favorable review of the applicant organization's LOI, the Foundation will provide guidelines and a request for the submission of a full written grant proposal including timelines for submission. Foundation staff will contact representatives of the applicant organization following the submission of the grant proposal. Staff will then undertake an extensive technical and financial analysis of your proposal. Healthcare Georgia Foundation meets quarterly to review grant recommendations. The entire application and proposal review process normally takes approximately 8-9 months. Submit questions regarding the application process to Healthcare Georgia Foundation's Director of Grants Management.

To obtain more information about submitting a grant request, please visit [www.healthcaregeorgia.org](http://www.healthcaregeorgia.org).

# Financial Statement

## Statement of Financial Position December 31, 2009 and 2008

ASSETS	2009	2008
Cash and cash equivalents	\$ 1,392,120	\$ 132,266
Investments at fair value	103,269,019	93,900,704
Prepaid federal excise tax	62,643	-
Equipment, net of accumulated depreciation	96,684	131,822
Other assets	52,349	44,579
Deferred federal excise tax benefit	123,061	508,143
<b>Total assets</b>	<b>\$ 104,995,876</b>	<b>\$ 94,717,514</b>
<b>LIABILITIES AND NET ASSETS</b>		
Accounts payable	\$ 48,880	\$55,102
Grants Payable	25,500	664,000
Accrued expenses	115,394	123,741
Federal excise tax payable	-	21,245
Deferred compensation	17,991	16,787
<b>Total liabilities</b>	<b>207,765</b>	<b>880,875</b>
Unrestricted net assets	104,788,111	93,836,639
<b>Total liabilities and net assets</b>	<b>\$ 104,995,876</b>	<b>\$ 94,717,514</b>

## Statement of Activities and Changes in Net Asset For the Years Ended December 31, 2009 and 2008

	2009	2008
Unrestricted operating revenues and other support:		
Interest and dividend income	\$ 1,991,253	\$ 3,510,485
Net gain on investments	15,016,318	(41,730,532)
<b>Total Unrestricted revenue and other support</b>	<b>17,007,571</b>	<b>(38,220,047)</b>
Grants	3,660,786	5,560,470
Operating expenses		
Summary program expense	1,648,893	1,796,487
Investment management fee	360,214	624,600
<b>Total operating expenses</b>	<b>2,009,107</b>	<b>2,421,087</b>
<b>Total grants and expenses</b>	<b>5,669,893</b>	<b>7,981,557</b>
Increase (decrease) in unrestricted net assets before		
federal excise tax and deferred tax expense	11,337,678	(46,201,604)
Federal excise tax benefit on investment income	(24,221)	(186,510)
Deferred federal excise tax expense	(361,985)	(1,142,422)
<b>Increase in unrestricted net assets</b>	<b>10,951,472</b>	<b>(45,245,692)</b>
Unrestricted net assets, beginning of period	93,836,639	139,082,331
<b>Unrestricted net assets, end of period</b>	<b>\$ 104,788,111</b>	<b>\$ 93,836,639</b>



50 Hurt Plaza, Suite 1100  
Atlanta, GA 30303  
tele 404.653.0990  
fax 404.577.8386  
healthcaregeorgia.org

### Diversity Policy

Healthcare Georgia Foundation is a private independent foundation whose mission is to advance the health of all Georgians and to expand access to affordable, quality health care for underserved individuals and communities. The Foundation's ability to achieve its goals can best be accomplished if the programs it offers and supports reflect a diversity of perspectives among the Foundation's Board of Directors, staff, consultants, and partners.

Healthcare Georgia Foundation believes that such diversity encompasses, but is not limited to age, gender, race, national origin (ethnicity), religious beliefs, physical abilities and characteristics, sexual orientation, economic circumstances and lifestyle.

The Foundation considers a commitment to diversity as integral to its mission and its pursuit of grantmaking excellence in health. Healthcare Georgia Foundation seeks to collaborate and conduct business with individuals and organizations who share this commitment to diversity, as reflected in the composition of their Boards and staffs and in the programs they implement.

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Publication #46, September 2010

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Dr. John Ted Holloway  
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