

Grant Application Request for Proposals Information Session

June 25, 2026



Cone Health
FOUNDATION

Two Grant Opportunities

**Capacity Building &
General Operating Support**

**Social Determinants of
Health (SDOH)**



Why we're doing it...

We want to partner with organizations working to address systemic health inequities by impacting the social and environmental factors that drive health equity in the following priority areas:

- Access to health care
- Access to healthy food
- Safe and healthy housing
- Economic mobility
- Education



Target Populations

- Black communities
- Hispanic/Latino communities
- LGBTQ communities
- Low-income families with a child, a senior, or an adult with a disability
- Refugees, asylees, and immigrants
- Veterans, individuals experiencing homelessness, former foster youth

Timeline of Application Process



Who Should Apply?

- Open to nonprofits, community-based organizations, coalitions, and other community groups in Greensboro.
 - Current grant partners are not eligible to apply, whose funding cycle has not ended (ex., HPA, Advocacy, Capacity)
- Small-to-mid-sized organizations ($\leq \$500,000$ *annual operating budget*)
 - 501 (c) 3 or groups with fiscal agent/sponsor
 - Grant award must be limited to 25% of an organization's total annual budget.

Calculating Your Maximum Request Limit

The 25% Budget Cap

To encourage diversified funding portfolios and reduce organizational dependency risks, the maximum allowable grant request is capped at 25% of your annual operating budget.

$$\text{Max Request Limit} = \text{Operating Budget} \times 0.25$$

STEP-BY-STEP SCENARIO

1 Identify total operating budget:
Define audited annual operating expenses. Example: \$100,000

2 Calculate 25% of that budget:
Apply limit rule. Example: $\$100,000 \times 25\% = \$25,000$

Maximum Allowable Grant Funding Request \$25,000

Capacity Building & General Operating Grant Opportunity



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Capacity Building vs. General Operating Support

Category	Capacity Building	General Operating Support (GOS)
Primary Purpose	Strengthen your organization's internal capacity and infrastructure	Support your organization's overall operations and sustainability
Best Fit For Organizations That...	Want to improve how they work (systems, strategy, structure)	Need flexible funding to support day-to-day operations
Focus Area	Internal growth and long-term effectiveness	Immediate operational stability and continuity
Examples of Use	- Strategic planning - Staff or board development - Technology upgrades - Evaluation systems - Communications strategy	- Salaries and benefits - Rent and utilities - Administrative costs - Program delivery - Insurance and accounting
Type of Investment	Targeted, often project-based improvements to strengthen infrastructure	Flexible, unrestricted funding across organizational needs
Time Horizon	Often builds toward long-term organizational improvement	Supports ongoing operations while maintaining impact
What Success Looks Like	Stronger systems, clearer strategy, improved internal effectiveness	Stable operations, sustained services, consistent community impact
Common Applicant Goal	"We want to become stronger and more effective."	"We need support to sustain and expand what we are already doing."
Key Question to Ask Yourself	Do we need to build or improve internal systems?	Do we need flexible funding to sustain our organization?

Capacity Building: What It Is vs. What It Is Not

Focus Area	Capacity Building Is	Capacity Building Is Not
Leadership Development & Staff Training	Ongoing investment in leadership pipelines, coaching, and skill-building	One-off trainings without follow-up or integration
Advocacy & Policy Engagement	Building infrastructure and strategy for sustained policy influence	Short-term advocacy without long-term capacity
Internal Operations (Finance, Legal, HR, IT)	Strengthening systems and internal knowledge for efficiency and compliance	Outsourcing tasks without internal improvements
Strategic Planning & Goal Setting	Facilitating long-term vision, alignment, and measurable goals	Creating plans that are not implemented or revisited
Research, Evaluation & Learning	Developing tools for continuous learning and data-informed decisions	Collecting data only for funder compliance
Brand, Messaging & Communications	Enhancing identity and storytelling to build visibility and support	Promoting a single event without broader strategy
Partnerships & Collaboration	Building strategic, mission-aligned relationships and shared frameworks	Attending events without cultivating long-term partnerships

What is considered General Operating Support

General operating support (GOS) is funding that a nonprofit, or fiscally-sponsored organization, can use to support their mission and ongoing operations rather than for one specific program or project.

GOS helps cover the organization's day-to-day needs.

Examples include the following:

- Administrative expenses
- Existing staff salaries and benefits
- Insurance and accounting
- Program delivery costs across the organization
- Rent or utilities
- Technology and software

What This Funding Does Not Support

- This grant does not fund new staff positions.
- This grant opportunity is not intended to support mutual aid activities, including the direct distribution of emergency financial assistance or emergency relief to individuals or families. This includes:
 - Cash assistance
 - Gift cards
 - Rental assistance
 - Other forms of direct aid intended to address immediate individual needs
- Organizations without an established presence in, or a demonstrated track record of serving, the Greensboro community.

Anticipated Grant Amounts

- Grant awards range: \$10,000 - \$25,000
 - Funding cannot exceed 25% of your organization's annual budget
- Your award will be based on scope and need of proposal



Social Determinants of Health Grant Opportunity



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Funding Priority Areas

Access to Health Care: physical, financial, cultural, and linguistic access, as well as system navigation, timeliness, and continuity of care.

Access to Healthy Food: collaborative strategies that strengthen food systems infrastructure and policy to improve access for underserved populations, as well as initiatives that provide access to healthy, affordable, quality, and culturally relevant food.

Safe and healthy housing: healthy home repairs, habitability interventions, and tenant stability efforts such as eviction prevention and rent-reporting programs.

Economic Mobility: including workforce pathways leading to living wage employment

Education: school readiness and educational access, persistence, and quality from prenatal through 3rd grade, and in post-secondary education.



Downstream vs. Midstream/Upstream Investments

Funding Approach	Description	Examples of Downstream	Examples of Midstream/Upstream
Access to Health Care	Addresses barriers to obtaining quality care and improving long-term health outcomes	One-time health fairs without follow-up care	Care navigation, partnerships expanding preventive care access
Education	Improves long-term educational and developmental outcomes	Single-event school supply drives, one-time motivational workshops	Early childhood readiness, educational pathways connected to workforce opportunities
Community Engagement & Equity	Ensures community voice informs solutions and investments	Programs designed without community input or participation	Resident-led planning, co-designed programming with impacted populations
Systems Change & Collaboration	Strengthens coordination and long-term community infrastructure	Isolated programs operating independently without partnerships	Initiatives leveraging multiple organizations and resources

Anticipated Grant Amounts

- Grant awards: $\leq$ \$75,000
- Awards will be based on scope and need as described in the proposal



Capacity Building vs. General Operating Support vs. SDOH

Category	Capacity Building	General Operating Support (GOS)	SDOH Grant (2026 Opportunity)
Purpose	Strengthening internal systems and infrastructure	Support overall operations and stability	Fund programs addressing root causes of health inequities
Focus Area	Organizational effectiveness (internal)	Day-to-day operations	Community impact (external)
Type of Investment	Targeted investment in internal improvements	Flexible, unrestricted funding	Project/Program-based funding with defined goals, activities, and outcomes
Best Fit If You...	Want to improve how your organization works	Need flexible funding to sustain current operations	Are implementing a program or initiative that creates long-term community impact
Examples of Use	Strategic planning, staff development, systems, evaluation	Salaries, rent, admin costs, program delivery	Workforce programs, housing stability, food access, care coordination
Key Requirement	Demonstrate how internal improvements strengthen effectiveness	Clear need for operational support	Alignment with SDOH priorities + measurable outcomes
What Success Looks Like	Stronger organization and systems	Stable, sustainable operations	Measurable improvements in community conditions
Key Questions to Ask	Do we need to strengthen our internal operations?	Do we need flexible funding to sustain our work?	Do we have a specific initiative that addresses a systemic issue and produces measurable outcomes?

Questions

Q&A

- Sign up for e-newsletter for updates and future opportunities
- If you have further questions, please contact our Finance and Grants Manager, **Luke Wallace**, luke.wallace@conehealth.com

