

Local Impact in Forsyth County

Great Expectations Funding Opportunity

Responding to COVID in Forsyth County

This opportunity aims to support community organizations serving vulnerable populations to help build resilience and mitigate the impact of adverse childhood experiences during a public health crisis. The COVID pandemic continues to take a terrible toll on our community and state. We know that communities of color are disproportionately impacted by the virus. We also see residents rallying in this time of need to create safe education spaces, care for children and the elderly, feed one another, and address social isolation. We want to maintain this momentum and not lose ground in efforts to build resilience in Forsyth County.

The Trust is especially interested in efforts to provide unbiased information on COVID to underserved communities. These trusted messengers could help with outreach on best practices for preventing spread of the virus and provide outreach and communication on vaccination efforts and availability. We also want to support applicants seeking to improve the social and emotional health of children during this traumatic time.

Goal

Responsive opportunity to address the COVID-19 pandemic.

Strategies

Build community, organizational, and individual capacity in areas with low incomes so that historically marginalized populations can participate in health improvement efforts.

Conduct broad-based communications, community education, and advocacy efforts that advance goals.

Implement evidence-informed and evidence-based approaches to accomplish goals.

Timeframe for Applications

Call-by date: March 30, 2021

Application deadline: April 20, 2021

Geographic Focus

Forsyth County

Opportunity Details

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The Trust is particularly concerned about ensuring that vulnerable populations get timely information on public health measures and that local officials understand the barriers that marginalized communities face in protecting themselves and accessing treatment. Many groups in Forsyth are also working to mitigate the incidence and impact of adverse childhood experiences on youth. We know that children, and especially youth of color, are at increased risk of experiencing mental and behavioral health crises during COVID. If we do not extend mental health resources and educational opportunities, we risk losing ground on resilience efforts. To address these concerns the Trust is interested in supporting:

1) Trusted community organizations poised to share messages with the most vulnerable populations to provide unbiased information related to COVID-19 and vaccinations and to advocate for increased resources for marginalized communities; or,

2) Organizations providing services to address the social and emotional and behavioral health needs of children and families in underserved communities.

Contact

To schedule a conversation about this opportunity, please contact Program Coordinator Alison Duncan for an initial consultation at alison@kbr.org or 336-397-5521.