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2026
VCU
HEALTH HUB
SEED GRANTS

**REQUEST
FOR PROPOSAL
GUIDELINES**

DEADLINE TO APPLY: APRIL 13, 2026 BY 11:59 PM

VCU Health Hub at 25th
Division of Community Engagement
[**vcuhealthhub@vcu.edu**](mailto:vcuhealthhub@vcu.edu)

PURPOSE

The VCU Health Hub at 25th, within VCU's Division of Community Engagement, serves as a central space for community partnerships, interdisciplinary learning, and community-driven programs that support the well-being of Richmond's East End. In alignment with the Division of Community Engagement and VCU's strategic plan (QUEST 2028), the VCU Health Hub at 25th Seed Grants Initiative provides funding for community-based organizations located in or with a history of working in the East End to develop or expand programs that address community-identified needs.

The aim of the Health Hub seed funding is to support projects that lay the groundwork for programs with long-term potential and the capacity to continue beyond the initial funding period. Seed Grants help organizations try new ideas, improve their work, and grow in ways that continue after the grant ends.



PRIORITY FOCUS AREAS



Why These Themes for 2026

The 2026 Health Hub Seed Grant themes are based on what we hear and see every day from residents and community partners in Richmond's East End. Rising housing costs, system challenges, stress, and a growing need for connection and care all shape daily life. These themes respond to those real experiences while also recognizing the strength, creativity, and leadership present in the community.

Together, these priorities inform the Health Hub's role as a strategic, place-based partner—helping people access care, build relationships, and work together across the neighborhood. They also align with VCU's QUEST 2028 goal of building thriving communities by encouraging collaborative, community-centered projects that improve well-being across the East End.





HOUSING STABILITY & NEIGHBORHOOD BELONGING

This theme centers programs that support East End residents facing housing instability, displacement, rising costs, and neighborhood change. This may include tenant education, eviction prevention, homeowner support, housing navigation, or community-based efforts that strengthen residents' connection to place, neighbors, and resources during times of transition.

COMMUNITY WELL-BEING

This theme centers on programs that strengthen everyday health and well-being in the East End. This may include violence prevention, reentry support, harm reduction, conflict mediation, neighborhood support networks, or programs that address stress, trauma, and instability before they become crises.



CREATIVE EXPRESSION, CONNECTION, AND HEALING

This theme centers programs that use arts, storytelling, and creative practice as pathways to healing, connection, and well-being in the East End. This may include visual and performing arts, community storytelling, intergenerational projects, public art, or creative wellness initiatives that center resident voice and celebrate local identity.

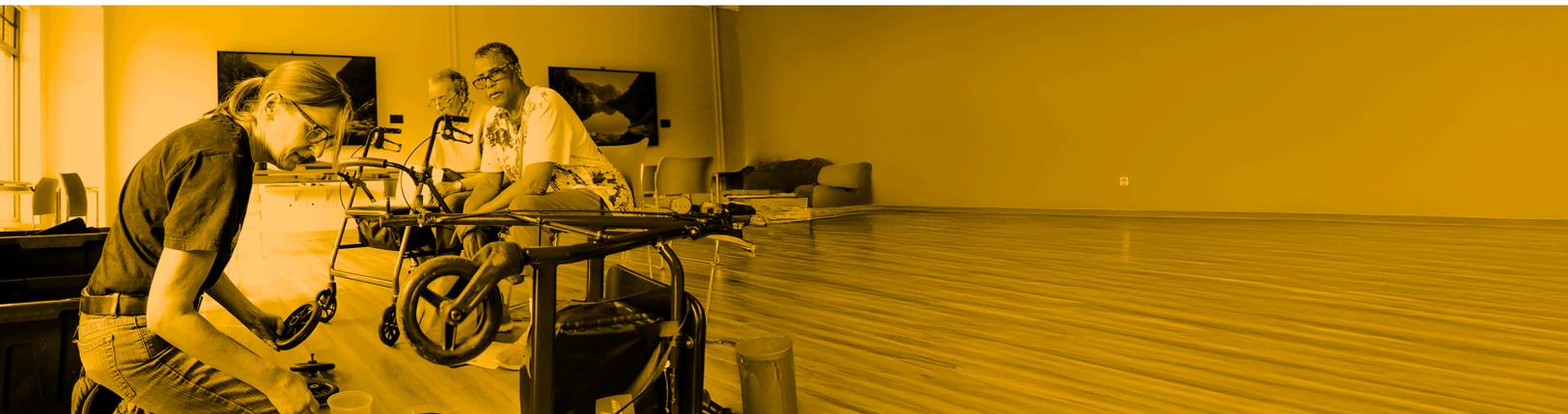


PARTNERSHIP EXPECTATION

An important objective of this funding is to build and strengthen relationships between the Health Hub and the funded organizations. As part of your proposal, we ask that you share how you plan to connect or partner with the Health Hub—either through the proposed project or through other work during the grant period, and aligned with the Health Hub’s mission. Proposals must include clear, specific examples of partnership, such as:

- Co-creating programs or events with the Health Hub
- Using the Hub as a site for outreach, learning, or connection
- Coordinating referrals, warm handoffs, or navigation
- Working together on communications or community engagement

Strong proposals will clearly explain who is involved, how decisions are shared, and how the partnership will operate in practice—and how the work supports the Health Hub’s vision for healthier, more connected communities. Proposed Health Hub partnerships will be reviewed for feasibility and impact, and may require revisions or adjustments to the proposal.



Awards

Up to ten (10) seed grants of \$2,000 each will be awarded



Grant Period:

July 1, 2026 to June 30, 2027

TO APPLY:

Submit Proposals using the submission guidelines outlined in this document by April 13, 2026 11:59 PM.

Submit proposal via forms.gle/HbSbSK19FBRvRAYi8

ELIGIBILITY REQUIREMENTS

To apply for this seed funding, applicants must meet the following eligibility criteria:

1. 501(c)(3) nonprofit organizations OR have a fiscal sponsor with 501(c)(3) status who agrees to manage the funds on your behalf. If applying with a fiscal sponsor, a letter of commitment from the fiscal sponsor is required.
2. Be located in Richmond's East End OR demonstrate a history of working with East End residents.
3. If not located in or with a history of working in the East End, applicants must submit a letter of support from an East End-based organization that is familiar with their work, and/or with whom they will partner.
4. Clearly identify the person responsible for administering the funds and overseeing the project.
5. Propose a program that aligns with at least one of the three focus areas outlined in this funding opportunity.
6. While previous recipients are eligible to apply, they must have submitted all required reports and fully complied with the requirements of prior seed funding opportunities. Projects submitted must be unique each year and not repeat content or aims.

Funding is not available to:

- VCU or VCU Health units, departments, or individual staff (though community partners may collaborate with VCU/VCU Health staff, the project must clearly be led and managed by the community organization).
- For-profit organizations or businesses.
- Individuals applying without a nonprofit or fiscal sponsor.

DELIVERABLES AND EXPECTATIONS

- Active participation in Quarterly Network Meetings (QNM) to foster collaboration, share progress, and build community connections.
- QNM Zoom meetings to reflect, share, and problem-solve with other grantees.
- Completion of quarterly evaluation forms, as well as final summary reports
- Funds must be used for proposed activities only.
- Any changes to the project must be approved in writing.

SUBMISSION REQUIREMENTS

1. Project Title
2. Name of Applying Organization
3. Name of Person responsible for administering the funds in accordance with the approved budget and proposal
4. Name of Person who will be implementing the activities
5. Names of Partnering organizations (if applicable)
6. **Abstract (100 words):** A brief summary of what you will do, why, whom you will serve, and expected outcomes
7. **Organization Background:** Overview of your organization, work in the East End, and who will lead the project. Provide the experience of the person who will be responsible for the proposed activities
8. **Area of Focus:** What priority issue are you addressing? (Choose from 3 priority areas in the RFP) Why is this needed in the East End?
9. **Previous Collaboration:** Describe any current or previous collaborations or partnerships with VCU departments (including the Health Hub), units, or individual researchers or staff.
10. **Program Goals and Objectives:** What are the program goals and objectives, and how do they align with the Health Hub?
11. **Target Audience and Community**
12. **Program Plan and Activities:** What are your specific, planned activities to achieve the goals and outcomes?
13. **Budget Explanation**
14. **Project Schedule:** Timeline for activities
15. **Evaluation Plan:** How will you measure success?
16. **Partnership with the Health Hub:** How will you partner with the Health Hub?

TIMELINE:

Date	Activity
March 17, 2026	<u>Informational Zoom Session @ 12 PM</u> (general info session about the RFP)
March 18, 2026	<u>Informational Zoom Session @ 4 PM</u> (general info session about the RFP)
March 25, 2026	<u>Informational Zoom Session @ 9 AM</u> (general info session about the RFP)
March 26, 2026	<u>Informational Zoom Session @ 1 PM</u> (grant writing workshop)
April 13, 2026	Submission Deadline by 11:59 PM Submission Link
May 2026	Awardees Announced
July 1, 2026	Project Start Date
October 2026	Quarterly Network Meeting
January 2027	Quarterly Network Meeting
April 2027	Quarterly Network Meeting
June 30, 2027	Project End Date
July 15, 2027	Final Reports Due

REVIEW PANEL AND CRITERIA

Proposals will be reviewed by a committee of VCU, VCU Health, and community partners.

Only completed proposals within the three priority areas will be considered.



CRITERIA

- Clear and feasible goals, an activity plan, outcomes, a budget and timeline. Strength of the organization and team.
- Budget matches project activities.
- Plan for partnership with Health Hub.

CONTACT FOR QUESTIONS:



Sarah McCall

Operations Manager,
VCU Health Hub
vcuhealthhub@vcu.edu

To apply follow the link below and fill out the application:
<https://forms.gle/HbSbSK19FBRvRAYi8>

[SUBMISSION LINK](https://forms.gle/HbSbSK19FBRvRAYi8)

healthhub.vcu.edu
community.vcu.edu

