



**VCU**

**HEALTHHUB.VCU.EDU**

• 2025 •

# **VCU HEALTH HUB SEED GRANTS**

**REQUEST FOR PROPOSALS**

**Deadline to Apply: April 25, 2025 by 4PM**

**CLICK HERE TO APPLY**

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



# PURPOSE

The **VCU Health Hub at 25th** serves as a central hub for community partnerships, interdisciplinary learning, and community-driven programs that support the well-being of **Richmond's East End**. In alignment with this mission, 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 purpose of the Health Hub seed funding is to:

- **Build the capacity of community organizations working to address key issues in Richmond's East End.**
- **Strengthen partnerships between community organizations and the VCU Health Hub.**

Ultimately, these funds aim to support efforts that help make the East End a thriving place to live, work, and raise families.



# PRIORITY AREAS

Now in its third year, the Health Hub has funded 20 organizations to date. For 2025, we are focusing on three key priority areas:



**1. Food Access** – Broad efforts that support how communities understand, produce, use, and obtain food. This can include, but is not limited to, initiatives like community gardening, growing fruits and vegetables, learning about food systems, and other creative approaches that address food-related needs identified by the community. We encourage applicants to think about what food access looks like for the people they work with, what gaps or barriers exist, and how this funding could be used to meet those needs — whether through new ideas or by partnering with others already working in this space to expand and strengthen food access.

**2. Financial Literacy and Economic Empowerment** – Programs that support East End residents in building financial knowledge, skills, and opportunities to improve their economic well-being, including practical skill-building that can be helpful in their day-to-day lives.

**3. Community Well-Being and Resilience** – Programs that support overall well-being, connection, and resilience for individuals, families, and the broader community. We encourage applicants to think creatively about what well-being and resilience look like in everyday life and how to cultivate it in ways that matter to the people you serve. This could include programs that strengthen relationships, support families, promote safety, offer emotional or social support, build skills to manage stress, or create opportunities for people to come together and connect. We are looking for proposals that reflect what you have heard and seen in your work — what your community has identified as important — and how your program can address those needs in meaningful and innovative ways.

# BACKGROUND

The VCU Health Hub at 25th is a place-based initiative in Richmond’s East End, operated through VCU’s Division of Community Engagement in partnership with VCU Health. The Hub addresses a broad range of needs—healthcare navigation, food access, housing and transportation assistance, legal aid, and wellness programs—while providing a space for collaborative, community-driven solutions.

The Seed Grant Program furthers this mission by supporting creative partnerships that directly benefit East End residents.

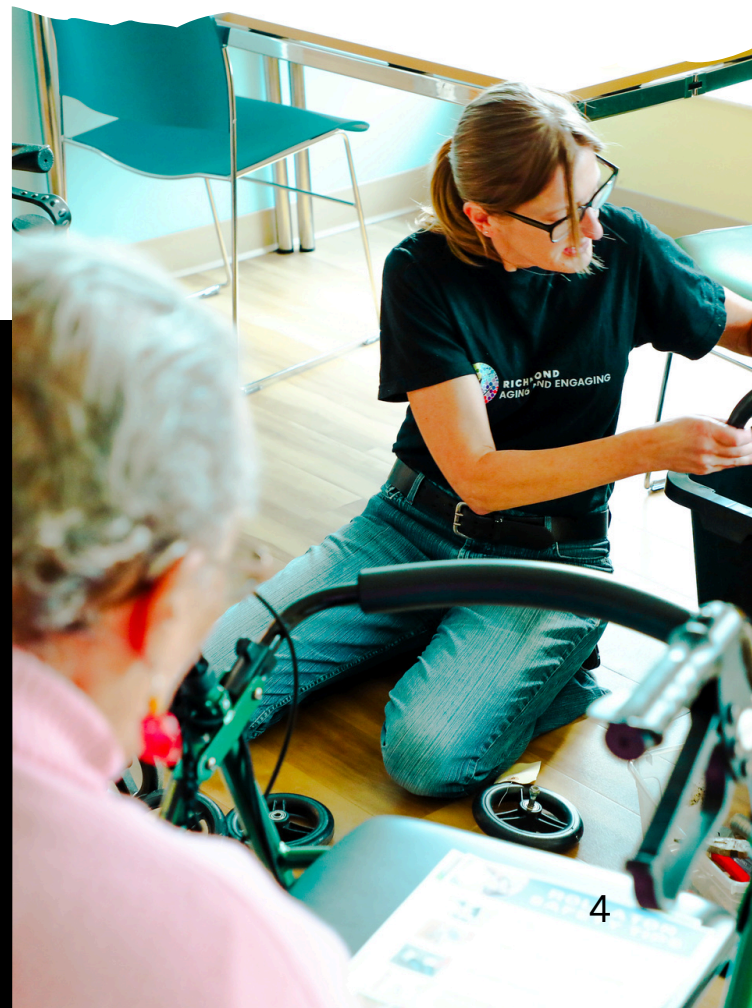
## PARTNERSHIP EXPECTATION

In addition to funding, we are focused on building stronger relationships between the Health Hub and 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.

## AWARDS

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

**Grant Period:  
July 1, 2025 to June 30, 2026**



# ELIGIBILITY REQUIREMENTS

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

1. 501(c)(3) nonprofit organization 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.
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.

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

- Mid-year (short form) and final written reports due July 15, 2026.
- Participate in Quarterly Program Engagement Network (PEN) meetings to foster collaboration, share progress, and build community connections.
- 6-month check-in via Zoom to reflect, share, and problem-solve with other grantees.
- Funds must be used for proposed activities only.
- Any changes to the project must be approved in writing.

## AWARD TERMS

- **Up to 10 grants of \$2,000 each.**
- **Funds must be used as proposed and aligned with timeline.**
- **Required participation in reporting and meetings.**

# SUBMISSION REQUIREMENTS

## Deadline

Proposals are due Friday, April 25, 2025, by 4:00 p.m. Submit via a Google Form.

## Format

Google Form link to be provided.

## Required Application Components

- Project Title
- Name of Applying Organization
- Name of Person responsible for administering the funds in accordance with the approved budget and proposal.
- Name of Person who will be implementing the activities
- Names of Partnering organizations (if applicable)

## Abstract (100 words)

A brief summary of what you will do, why, whom you will serve, and expected outcomes.



# SUBMISSION REQUIREMENTS

- a. **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 responsibility for the proposed activities
- b. **Background:** What issue are you addressing? Why is this needed in the East End?
- c. **Program Goals and Outcomes 1-3:** (ex. The goals of this program are...to do what .... With what expected outcome?)
- d. **Program Plan and Activities:** What are your specific activities to achieve the goals and outcomes?
- e. **Target Audience:** Who will benefit? Estimated numbers and rationale. Where in the East End will these activities be conducted?
- f. **Itemized Budget**
- g. **Budget Explanation:** How will you use the \$2,000? If other funds are involved, list sources.
- h. **Project Schedule:** Timeline for activities.
- i. **Evaluation Plan:** How will you measure success?
- j. **Partnership with Health Hub:** How will you partner with the Health Hub?





# TIMELINE

[\(Click here to register for a Zoom session\)](#)

Date	Activity
April 8, 2025	<u>Informational Zoom Session @ 12 PM</u> (general info session about the RFP)
April 21, 2025	<u>Informational Zoom Session @ 4 PM</u> (grant writing support and guidelines)
April 25, 2025	Proposals Due by 4:00 PM
May 16, 2025	Awardees Announced
July 1, 2025	Project Start Date
October 2025	Quarterly Network Meeting
January 2026	Quarterly Network Meeting
April 2026	Quarterly Network Meeting
June 30, 2026	Project End Date
July 15, 2026	Final Report 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, activity plan, outcomes, budget and timeline.
- Strength of the organization and team.
- Budget matches project activities.
- Plan for partnership with Health Hub.

## CONTACT FOR QUESTIONS:

**Sarah McCall**

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VCU Health Hub

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