

8. Potential Collaboration and Funding Resources

Funding specifically earmarked for health literacy initiatives is not plentiful in adult education. It is helpful to consider that funding for health literacy efforts in your program need not come from health-related funding sources alone. For example, many programs in the United States have produced health curricula or projects with funding designated for civics or family literacy purposes. Health education can be incorporated into many different literacy areas.

Thus far much funding dedicated to improving health literacy has gone to community health organizations and public health educators within the health care field. **Adult education is new or undiscovered terrain for many funders of health literacy and access to care-related initiatives.** However, if a compelling case is presented for funding adult education health literacy initiatives, adult education could receive more health literacy funding in the future.

The following are some foundations that fund community health promotion-related proposals.

Potential funders:

AMA Foundation (an offshoot of the American Medical Association). The AMA Foundation has started a Health Literacy Grants and Awards Program. Some grants are awarded to community alliances and organizations working on health literacy projects.

Website: <http://www.ama-assn.org/ama/pub/category/8122.html>

Address: c/o American Medical Association
515 N. State Street
Chicago, IL 60610
312-464-5000

Robert Wood Johnson Foundation. The RWJF works on improving health and health care in the U.S. It posts calls for proposals on its website and occasionally funds unsolicited proposals that fit with priorities of the foundation.

Website: www.rwjf.org

Address: The Robert Wood Johnson Foundation
PO Box 2316
College Road East and Route 1
Princeton, NJ 08543-2316

Phone: (888) 631-9989

William R. Kellogg Foundation. The WRKF funds some health and higher education proposals. Submit applications online.

Website: www.wkkf.org

Address: W.K. Kellogg Foundation
One Michigan Avenue East
Battle Creek, Michigan
49017-4058
USA

Phone: (269) 968-1611

Pfizer Foundation (a charitable organization established by the pharmaceutical company, Pfizer, Inc.). The Pfizer Foundation has a Health Literacy Initiative in which it awards grant money for community projects that address health literacy needs. Contact the Pfizer Health Literacy Initiative Grants Program at 1-888-457-3033.

Foundations in Virginia:

The Community Foundation. This foundation serves the Richmond and Central VA area. It funds some projects aiming to increase access to health care and improve health education.

Website: <http://www.tcfrichmond.org/index.cfm>

Address: The Community Foundation
7325 Beaufont Springs Drive
Suite 210
Richmond, VA 23225

Phone: 804-330-7400

The Virginia Health Care Foundation. This foundation's mission is to promote and fund "local public-private partnerships which increase access to primary health care services for Virginia's uninsured and medically underserved."

Website: <http://www.vhcf.org>

E-mail: info@vhcf.org

Address: Virginia Health Care Foundation
1001 East Broad Street, Suite 445
Richmond, Virginia 23219

Phone: 804-828-5804