



March of Dimes Chapter Community Grants Program

2013 Request for Proposals Application Guidelines

March of Dimes
West Virginia Chapter
3508 Staunton Ave SE, 2nd Floor
Charleston, WV 25304
Phone (304) 720-2229

PURPOSE

The March of Dimes is a national voluntary health agency whose mission is to improve the health of babies by preventing birth defects, premature birth and infant mortality. Founded in 1938, the March of Dimes funds programs of research, community services, education and advocacy to save babies.

Premature birth is the leading cause of newborn death worldwide. Even babies born just a few weeks too soon can face serious health challenges and are at risk of lifelong disabilities. In 2003, the **Prematurity Campaign** was launched to address the crisis and help families have healthy, full-term babies. The campaign funds research to find the causes of premature birth, and to identify and test promising interventions; educates health care providers and women about risk-reduction strategies; advocates to expand access to health care coverage to improve maternity care and infant health outcomes; provides information and emotional support to families affected by prematurity; and generates concern and action around the problem.

As part of this effort, the West Virginia Chapter community grants program is designed to invest in priority projects that further the March of Dimes mission, support campaign objectives, and further our strategic goal of promoting equity in birth outcomes.

The applicant must provide services in West Virginia. The chapter community grants fund for 2013 is approximately \$30,000. It is anticipated that 1-2 projects will be funded.

ELIGIBILITY

In order to be eligible to receive a March of Dimes chapter grant, an organization must be an incorporated not-for-profit 501(c)(3) or for profit organization or government agency. **The March of Dimes does not award grants to individuals.** Applicants must disclose any conflict of interest due to representation by their organization on the chapter's Program Services Committee or the Chapter or Division Board of Directors.

2013 GRANT SCHEDULE

Applications due	Aug 1, 2013
Notification of awards	Oct 1, 2013

Please Note:

March of Dimes chapter community grants do not fund scientific research projects. For information about research grants funded by the March of Dimes national office, please go to marchofdimes.com/research.

FUNDING PERIOD

All chapter community grants are approved for one year only. Consideration of continued support in subsequent years requires resubmission of a proposal or planned activities for the

next year, and is based on review of progress and expenditure reports, and the availability of funding. Grants may be renewed only twice for a total project time span of three years.

FUNDING PRIORITY AREAS

All grant proposals must address the March of Dimes mission of improving the health of babies by preventing birth defects, premature birth and infant mortality. Priority will be given to projects that meet one or more of the following criteria: a) are evidence-based; b) include measurable outcomes; c) promote equity in birth outcomes. Projects may focus on *consumers* and/or *health care providers*. The March of Dimes does not fund billable health care provider services. In addition, Program Services Committees are encouraged to keep in mind that the Association of State and Territorial Health Officials (ASTHO) pledge runs through 2014 and, therefore, should consider statewide plans that may be related to this pledge when selecting from the funding priority areas below.

1. Providing or enhancing **preconception health** education and/or services. For more information, see the Centers for Disease Control and Prevention Preconception Health and Health Care resources for health professionals at: www.cdc.gov/preconception
2. Providing or enhancing premature birth **risk reduction** education and/or services. Risk reduction projects include, but are not limited to:
 - **Providing smoking cessation** education and/or services to pregnant women. Preference should be given to prenatal health education and information/referral services that utilize the "5 A's" counseling approach. For more information, go to the American Congress of Obstetrician and Gynecology website and read the following article: http://www.acog.org/Resources_And_Publications/Committee_Opinions/Committee_on_Health_Care_for_Underserved_Women/Smoking_Cessation_During_Pregnancy.
 - Increasing health education and information/referral services available to pregnant women who use **alcohol or other drugs**.
 - Focusing on premature birth **recurrence prevention** such as education about "17P" (17 α hydroxyprogesterone caproate) treatment for women who have had a previous singleton premature birth.
 - Implementing community programs that aim to **promote equity** in birth outcomes. This may include March of Dimes programs like Stork's Nest[®], Project Alpha, *Becoming a Mom/Comenzando bien*[®], and The Coming of the Blessing[®].
 - Increasing pregnant women's **participation in state or local maternal child health programs** (e.g. Medicaid, CHIP, WIC) through enhanced outreach, education and public awareness.
 - Implementing home visiting programs (i.e. Early Head Start-Home Visiting, Early Intervention Program for Adolescent Mothers, Healthy Families America (HFA), Nurse Family Partnership[®]).
 - Enhancing services for pregnant women with **chronic diseases** that increase the risk of premature birth such as diabetes and hypothyroidism.
3. Supporting a **quality improvement program** related to premature birth prevention with the goal of catalyzing systems change.
4. Increasing education related to reducing the risk of **sudden infant death syndrome (SIDS)** in high-risk communities, consistent with the 2011 policy statement provided by the American Academy of Pediatrics: <http://pediatrics.aappublications.org/content/early/2011/10/12/peds.2011-2284.full.pdf+html>.

OUTCOMES

Reporting outcomes for your grant funded project does not have to be complicated. Outcomes are benefits to clients from participation in the program. Outcomes for March of Dimes projects are usually in terms of changes in knowledge, behavior or birth outcomes. Outcomes are often mistaken with program outputs or units of services such as the number of clients who went through a program. To measure outcomes, baseline data is needed for comparison with data collected during and after project implementation. **Proposals are expected to include at least one objective that seeks to change knowledge, behavior or birth outcomes. Proposals that meet this expectation will score higher in the review process.**

Information found on this website may help you identify an outcome objective for your project: http://www.managementhelp.org/evaluatn/fnl_eval.htm. Here are some sample objectives to give you ideas for content and wording. Please notice the references to baseline data.

- *Intent to Change Behavior* - By end of grant period, 80% of participants will agree to make at least one positive behavior change as a result of attending the prenatal classes as measured by client interviews. (Baseline will come from intake interviews.)
- *Behavior Change* - By end of grant period, at least 50% of participants enrolled in the program will have improved eating habits by reporting increased intake of fruits/vegetables and water consumption as measured by client surveys. (Baseline will come from intake interviews.)
- *Behavior Change* - By end of grant period, the number of women accessing adequate perinatal care (at least 13 prenatal visits beginning in the first trimester of pregnancy) at XYZ Health Center will increase from 125/year (baseline) to 150/year through the services of a Patient Navigator as measured by a review of client records.
- *Change in Birth Outcome* - By end of grant period, decrease the percentage of preterm births among women enrolled in the project from 18% (baseline) to 16.5% as measured medical records review.
- *Behavior Change* - By end of grant period, increase the percentage of pregnant women enrolled in the project who have a prenatal visit in the first trimester of pregnancy from 40% (baseline) to 50% as measured by medical records review.
- *Behavior Change* - By end of grant period, 50% of program participants will demonstrate a decrease in stress as measured by pre/post-tests. (Baseline will come from pre-test results.)
- *Knowledge Change* - By end of grant period, 60% of program participants will demonstrate an increase in the perinatal knowledge test as measured by pre/post-tests. (Baseline will come from pre-test results.)

APPLICATION INSTRUCTIONS

Organizations interested in submitting an application that meets at least one of the listed funding priorities may apply for a grant up to \$25,000. Funds may be applied to support new or existing projects.

- Applications must be no longer than 5 double-spaced pages (excluding forms).
- All applications must include a Cover Sheet, Narrative, Budget Form and Objectives/Activities/Outcomes Form. Application forms are attached.
- An original application should be sent to West Virginia MOD office and one copy should be sent to the Regional MOD office.
- Applications may not be faxed.
- Applications that exceed the maximum page limitation will not be reviewed.

Applications must be received by 4:00PM on June 21, 2013. Proposals should be sent to:

Original Application

Attn: Grants
 March of Dimes
 West Virginia Chapter
 3508 Staunton Ave SE, 2nd Floor
 Charleston, WV 25304
 Phone (304) 720-2229

Copy of Application

Attn: Mozetta Jackson, RPD
 March of Dimes
 East Region Office
 1775 The Exchange, Ste 240
 Atlanta, GA 30339
 (678) 564- 5213

If you have questions regarding the March of Dimes West Virginia Chapter community grants application or need additional application forms, please contact Mozetta Jackson, Regional Program Director, at mtjackson@marchofdimes.com or (678) 564-5213.

Review and Announcement Information

The Chapter's multi-disciplinary Program Services Committee will review the applications, and applicants will be notified in writing of their application's status in July, 2013.

GRANTEE REQUIREMENTS

In order to receive grant funds, all grantees must sign the March of Dimes chapter grant agreement (copy attached). The inclusion of this agreement is non-binding, and intended only to highlight for potential grantees the basic terms and conditions under which they will be expected to operate should they be awarded a grant. Responsibilities include submission of two written progress and expenditure reports to the March of Dimes West Virginia Chapter office. Grantees must also get written approval for any changes in project design or implementation, variance from the submitted budget or changes in staff overseeing the project.

APPLICATION FORMAT

I. GRANT APPLICATION COVER SHEET

Completely fill out attached Cover Sheet

II. PROJECT NARRATIVE - Not to exceed 5 pages total

A. Project Need

Specify the priority area this project seeks to address.

Specify what needs or problems this project would address, including the data regarding the scope and significance of the need.

B. Description

1. Explain how the project will impact on the needs or problems indicated above, and what outcomes are expected.
2. Indicate who will be the primary beneficiaries of this project, and how many individuals are expected to be reached.
3. Describe how project progress will be monitored.
4. Indicate the capacity of the applicant to carry out the project (include experience working with the participant group.)
5. Describe the role of collaborating organizations (if applicable.)

C. Chapter Grant Objectives and Outcomes Form

Using the form, list in detail the main measurable objective(s) of the project, and the specific activities proposed to accomplish them. Include start and end dates for each activity, and who is responsible.

E. Project Visibility

1. How will the project be announced to the community? In what ways will March of Dimes be visible?
2. How will the project results be shared?

F. Budget

Please complete the attached budget form, and provide written budget justifications to detail each item on the budget form. Please include the calculation(s) used to estimate costs.

Allowable Costs Include:

- Salary - grant funds may be used to cover salaries for project-related employees, but **cannot be used** to pay salary costs for employees who are **already** employed full time. Exceptions may be made in circumstances where a specified position is supported primarily by grant funds and the applicant can demonstrate that the requested funds would replace existing grant funds.
- Consultant fees
- Materials and supplies (e.g. office supplies, health-related materials, refreshments)
- Printing and travel that are reasonable and necessary for project implementation. March of Dimes funds will not pay for first class travel.

Not Allowable Costs Include:

These items should not be included in the grant budget request:

- Salary costs for staff who are already employed full-time by their organization (see exceptions above)
- Construction, alteration, maintenance of buildings or building space
- Dues for organizational membership in professional societies
- Tuition, conference fees or awards for individuals
- Billable services provided by physicians or other providers
- Permanent equipment (e.g. computers, video monitors, software printers, furniture) unless **essential** to project implementation and not available from other sources
- Educational materials from non-March of Dimes sources if comparable materials are available from the March of Dimes
- Advertising materials and purchase of media time/space: Budget costs relating to these items may not be allowable depending on project specifics. Please consult with the chapter contact listed in this application regarding whether proposed items are allowable.

Please see the March of Dimes Policy on Child Care (February 2007) for recommendations regarding the provision of child care services for participants at trainings and/or workshops funded by chapter community grants.

APPLICATION SUBMISSION CHECKLIST

Please refer to the following checklist to ensure that your application submission is complete.

- Application is not longer than 5 pages.

- Project narrative includes all required components.
- Priority area is clearly identified and project objectives and activities are tightly focused on the selected priority area.
- Grant amount requested falls within the allowable range, and requested line items fall within allowable cost items.
- Budget totals have been checked for accuracy.
- Application includes all required attachments
 - Completed and signed Cover Sheet (indicate one priority area)
 - Completed and signed Budget Form
 - Completed Objectives, Methods/Activities & Outcomes Form

**Applications must be received by 4:00PM on Aug 1, 2013.
Late applications will not be accepted.**