

## Chapter Community Grants Program 2009 Request for Letters of Intent Application Guidelines

### **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.

Launched in 2003, the March of Dimes Prematurity Campaign is a multiyear, multimillion-dollar research, awareness and education campaign to help families have healthier babies. The campaign includes: 1.) funding research to find the causes of premature birth, 2.) educating women about risk reduction strategies, including the signs and symptoms of premature labor, 3.) providing support to families affected by prematurity, 4.) expanding access to health care coverage so that more women can get early and adequate prenatal care, 5.) helping health care providers learn ways to help reduce the risk of early delivery, and 6.) advocating for access to insurance to improve maternity care and infant health outcomes. For information about how your organization can become more involved with this campaign, contact the Louisiana Chapter.

As part of this effort, the Louisiana Chapter community grants program is designed to invest in priority projects that further the March of Dimes mission, support national campaign objectives, and further our strategic goal of reducing disparities in birth outcomes. Proposals will be accepted from organizations with the capacity, competence and experience to accomplish project goals and objectives through one of the following strategies:

1. Increasing availability and quality of health care/prevention services for all women of childbearing age and/or pregnant women
2. Increasing availability of genetics services and folic acid education

The applicant must provide services in Louisiana. The chapter community grants fund for 2009 is approximately \$43,000. It is anticipated that two (2) projects will be funded, with awards ranging from \$10,000 to \$25,000 each.

### **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.

### **2009 GRANT SCHEDULE**

Letters of Intent due	09/10/08
Full Proposal Invitations	09/22/08
Full Proposals Due	10/31/08

Notification of awards	January 5, 2009
Grant period	February 1, 2009 – January 31, 2010

**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 refer to the March of Dimes Web site at [marchofdimes.com](http://marchofdimes.com) or e-mail the Office of Research and Grants Administration at [researchgrants@marchofdimes.com](mailto:researchgrants@marchofdimes.com).

### **FUNDING PERIOD**

Chapter community grants are approved for one year. 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, based on community needs, address increased access to health care and/or prevention services to help reduce disparities in preterm birth. Project interventions may be provider and/or consumer focused.

#### **Availability and Quality of Health Care/Prevention Services for:**

##### **All Women of Childbearing Age:**

- a) Increasing risk reduction education and/or services (excluding billable services). This may include women at high-risk due to previous adverse pregnancy outcomes, chronic conditions or other risk factors in which pre/interconception or prenatal care could help prevent adverse outcomes. \*
- b) Increasing education and services (excluding billable services) for urinary and reproductive tract infections identified before or during pregnancy. This may include sexually transmitted infections.

### Pregnant Women:

- c) Increasing participation in state or local maternal child health programs (e.g. Medicaid, SCHIP, WIC) through enhanced outreach, education and public awareness.
- d) Enhancing education and support services that focus on reducing disparities in birth outcomes. This may include March of Dimes programs such as Stork's Nest® and *Comenzando bien*®. \*\*
- e) Enhancing care through the CenteringPregnancy® model of group prenatal care and/or providing training to providers who plan on utilizing CenteringPregnancy®.\*\*\*
- f) Increasing smoking cessation services. Preference will be given to prenatal health education and information/referral services that utilize the "5 A's" counseling approach. \*\*\*\*
- g) Increasing health education and information/referral services available to pregnant women who use alcohol or other drugs.
- h) Increasing professional education about "17P" (17 $\alpha$  hydroxyprogesterone caproate) treatment for women who have had a previous singleton preterm birth.

### **Availability of Genetics Services and Folic Acid Education**

- i) Enhancing the availability, quality and utilization of genetics services and/or other patient services related to preventable birth defects.
- j) Increasing folic acid education and use of multi-vitamins among women of childbearing age.

### **SIDS Education**

- k) Increasing education related to reducing the risk of Sudden Infant Death Syndrome (SIDS) in high-risk communities, consistent with the 2005 American Academy of Pediatrics guidelines.

\* For more information, go to [www.marchofdimes.com/professionals/19695.asp](http://www.marchofdimes.com/professionals/19695.asp) for a list of specific risk areas.

\*\* For more information on these March of Dimes programs, contact the local chapter.

\*\*\* For more information, visit [www.centeringpregnancy.org](http://www.centeringpregnancy.org)

\*\*\*\* For more information on the "5'As" counseling approach, visit [www.acog.org](http://www.acog.org)

## **LETTER OF INTENT FORMAT**

The first step in the application process is to submit a Letter of Intent. Proposals must address at least one of the funding priorities listed above. The letter is limited to two pages and must address the following eight questions:

1. Which of the funding priorities is the project addressing?
2. Who will be the primary beneficiaries of this project?
3. How many people will the project reach?
4. What is the capacity of the applicant to carry out the project (include experience working with the primary participant group)?
5. What are the measurable outcomes?
6. How will project success be evaluated?
7. How will the project make a difference in the lives of participants?
8. What is the amount of funding requested?
9. What are the major budget categories?

## **REVIEW AND NOTIFICATION**

A multi-disciplinary Program Services Committee will review the Letters of Intent. Applicants selected to submit a full proposal will be notified by September 22, 2008. Full proposals will be due to the Chapter by October 31, 2008. Please be advised that Letters of Intent and Proposals are non-binding.

- 1. Please submit the Letter of Intent as an attachment to [layala@marchofdimes.com](mailto:layala@marchofdimes.com) by September 10, 2008.**
- 2. Mail the original letter signed by your authorized agency representative to the address below.**

**Only letters that are received via email by 9/10/08 will be reviewed by the committee.**

Ligia Ayala, LCSW  
Director of Program Services  
March of Dimes  
Louisiana Chapter  
12015 Justice Avenue  
Baton Rouge, LA 70816

For additional information contact Ligia Ayala at [layala@marchofdimes.com](mailto:layala@marchofdimes.com) or 1-800-830-3463.