

FUNDING PRIORITIES

1. Providing or enhancing **preconception health** education and/or services. For a list of 14 specific risk areas, go to www.marchofdimes.com/professionals/19695.asp. For more information, see the National Preconception Curriculum and Resources Guide for Clinicians at www.mombaby.org/beforeandbeyond/
2. Providing or enhancing **risk reduction** education and/or services. Risk reduction projects include, but are not limited to
 - Providing smoking cessation education and/or services. 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 www.acog.org/from_home/departments/smoking/smokingslides.ppt
 - Increasing health education and information/referral services available to pregnant women who use alcohol or other drugs.
 - Focusing on preterm birth recurrence prevention such as education about "17P" (17 α hydroxyprogesterone caproate) treatment for women who have had a previous singleton preterm birth).
 - Enhancing care through the CenteringPregnancy® model of group prenatal care. For more information, go to www.centeringhealthcare.org
 - Focusing on quality improvement programs that address late preterm birth through systems that ensure compliance with ACOG guidelines regarding elective labor inductions and c-sections performed prior to 39 weeks.
3. Providing education regarding **fertility treatments** and the associated risk of multiple births and prematurity, and ways to potentially reduce those risks.
4. Implementing disparity-related community programs that aim to decrease **racial and ethnic disparities** in birth outcomes. This may include March of Dimes programs like Stork's Nest®, Project Alpha and Becoming a Mom/Comenzando bien®.
5. Increasing pregnant women's **participation in state or local maternal child health programs** (e.g. Medicaid, SCHIP, WIC) through enhanced outreach, education and public awareness.
6. Enhancing the availability, quality and utilization of **genetics services** and/or other patient services related to preventable birth defects (i.e. outreach and education on newborn screening.)



MARCH OF DIMES North Carolina State Chapter Community Grant Program

2010 Request for Proposals Letter of Intent Application

GRANT SCHEDULE

Letters of Intent Due	June 26, 2009
Full Proposal Invitations	August 14, 2009
Full Proposals Due	September 25, 2009
Notification of Awards	January 2010
Project Year	Jan. - Dec. 2010

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.

As part of this effort, the NC Chapter community grants program is designed to invest in priority projects that further the mission of March of Dimes, 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. Priority will be given to projects that help reduce disparities in premature birth and are evidence-based. Projects may focus on consumers and/or health care providers. For data to support your project proposal, see www.marchofdimes.com/perstats and www.schs.stete.nc.us/SCHS. The March of Dimes does not fund billable health care provider services.

ELIGIBILITY

An organization must be an incorporated not-for-profit 501(c)(3), 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.

FUNDING AVAILABLE

The applicant must provide services in NC. The chapter community grants fund for 2010 is approximately \$295,000. Chapter community grants are approved for one year.

LETTER OF INTENT FORMAT

Applicants must first submit a Letter of Intent which includes the following:

1. 1 page with organization's name, mailing address, phone, fax and email address for a contact person.
2. 1 page indicating amount of funds requested and major budget categories.
3. 2-page narrative addressing the following:
 - Which funding priority is addressed?
 - Who is the target audience?
 - How many people will be reached?
 - What are the measurable objectives?
 - How will the project be evaluated?
 - What impact will the project have?

Proposals must address at least one of the funding priorities listed in this brochure (see Priorities 1-6).

ALLOWABLE COSTS

Salaries for part-or full-time personnel as necessary to accomplish the objectives of the proposed project. If an existing staff person is to be covered, applicant must demonstrate that other funding will end or that duties will shift in order to perform work of the project.

Educational materials must be from March of Dimes or purchase of other materials justified.

Food costs must be tied to the proposed objectives & justified by type of activity & cost per client.

Incentives must be based on reasonable cost per client; justified; and matched to the objectives, activities and target population.

Supplies and printing to accomplish the specific activities of the project.

Staff travel for mileage to carry out activities of the project or for training necessary to the project.

Client transportation must be tied to activities & justified. March of Dimes will not cover insurance for vehicles. Proposals for transportation only will not be accepted.

Indirect costs for projects over \$25,000 not to exceed 10% of total cost of project.

NON-ALLOWABLE COSTS

March of Dimes does not pay for equipment, dues for membership, advertising materials, purchase of media time and /or space, nor tuition.

March of Dimes does not provide funds for child care even if this may allow parents/caregivers to attend program activities. However, grantees may choose to provide stipends to program participants for personal expenses such as transportation, meals, or child care services of their own selection.

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 8/14/09. Full proposals will be due to the chapter by 09/25/09. Letters of Intent and proposals are non-binding.

Please Note:

Community awards of \$3,000 or less are given for conferences, educational materials, small projects, etc. Go to www.marchofdimes.com/northcarolina for guidance on writing a proposal for a Community Award due Sept. 25, 2009.

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, or e-mail the Office of Research and Grants Administration at researchgrants@marchofdimes.com.

Please email your letter to
abrown@marchofdimes.com

AND

send original to

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