



## **March of Dimes New York State Chapter Community Grants Program**

### **2010 Request for Proposals Application Guidelines**

#### **March of Dimes New York State Chapter Divisions:**

- Central New York Division
- Genesee Valley/Finger Lakes Division
- Long Island Division
- New York Division
- Northern Metro Division
- Northeastern New York Division
- Staten Island Division
- Western New York Division

## **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 March of Dimes New York State Chapter.

As part of this effort, the March of Dimes New York State 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.

The applicant must provide services in New York State. The chapter community grants fund for 2010 is approximately \$458,000. It is anticipated that 10-15 projects will be funded, with awards ranging from \$10,000 to \$100,000 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.

## **2010 GRANT SCHEDULE**

Applications due	Friday, May 15, 2009 by 4:00pm
Notification of awards	January 2010
Grant period	February 1, 2010 – January 31, 2011

**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**

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.

For larger projects, applicants may apply for funding for a 2 or 3 year project period. To be considered, multi-year project proposals must include a budget request and objectives for the 2 or 3 year time period under consideration, as well as a copy of the applicant's most recently audited financial statement. While the project content for these grants may be approved for a multi-year period, funding renewal is not guaranteed and will be based upon review of progress and expenditure reports, and the availability of funding.

## **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) help reduce disparities in premature birth; b) are evidence-based; c) include measurable outcomes. Projects may focus on *consumers* and/or *health care providers*, unless specified below. The March of Dimes does not fund billable health care provider services.

1. Providing or enhancing **preconception health and health care** education and/or services. For a list of 14 specific risk areas, go to <http://www.marchofdimes.com/professionals/19695.asp>. For more information, see the National Preconception Curriculum and Resources Guide for Clinicians at [www.mombaby.org/beforeandbeyond/](http://www.mombaby.org/beforeandbeyond/)
2. Providing or enhancing **risk reduction** education and/or services for pregnant women. Risk reduction projects include, but are not limited to:
  - **Providing smoking cessation** 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](http://www.acog.org/from_home/departments/smoking/smokingslides.ppt)
  - Enhancing care through the **CenteringPregnancy®** model of group prenatal care. For more information, go to [www.centeringhealthcare.org](http://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. 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.)

## **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](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 December 2010, 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 December 2010, 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 December 2010, 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 December 2010, 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 December 2010, 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 December 2010, 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 December 2010, 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 between \$10,000 and \$100,000. Funds may be applied to support new or existing projects.

- Applications must be no longer than 12 double-spaced pages (excluding forms and attachments).
- Font size must be at least 12 point and margins must be at least 1 inch.
- All applications must include a Cover Sheet, Narrative (including Abstract), Budget Form and Objectives/Activities/Outcomes Form. The Narrative section must include the six required components, addressing each bullet listed. Application forms are attached.
- Include a copy of your agency's most currently audited financial statements
- Attachments may be included; however, all information requested under each of the required components must be provided within the proposal narrative, observing page limitations.
- If this is a second or third year request to continue your project's March of Dimes funding, attach your most recent grant progress and expenditure reports to each of the applications copies (no page limitation).
- An original application and 20 copies must be received by the deadline date.
- Applications may not be faxed.
- Applications may not be submitted electronically.
- Applications that are late, incomplete, exceed the maximum page limitation and do not adhere to the required format will not be reviewed.

If you have questions regarding the March of Dimes New York State Chapter community grants application or need additional applications forms, please contact the Associate Director/Director of Program Services, who serves the geographic area in which the project will be implemented.

## **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 January, 2010.

## **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 New York State Chapter Division offices. 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.

**Applications must be received in the division office  
no later than 4:00pm on Friday, May 15, 2009.  
Late proposals will not be accepted.**

**Proposals should be sent to the division in which the project will be implemented:**

**Central NY, Genesee Valley/Finger Lakes and Western New York Divisions:**

*(These divisions serve Allegany, Broome, Cattaraugus, Cayuga, Chautauqua, Chenango, Chemung, Cortland, Erie, Genesee, Herkimer, Jefferson, Lewis, Livingston, Madison, Monroe, Niagara, Oneida, Onondaga, Ontario, Orleans, Oswego, Schuyler, Seneca, Steuben, St. Lawrence, Tioga, Tompkins, Wayne, Wyoming and Yates counties.)*

**Rhonda L. O'Connor, LMSW**

Associate Director of Program Services

March of Dimes

Central New York, Genesee Valley/Finger Lakes, and Western New York Divisions

5 Adler Drive

East Syracuse, NY 13057

Tel: 315-463-0700 ext. 12

Fax: 315-463-4433

Email: [roconnor@marchofdimes.com](mailto:roconnor@marchofdimes.com)

**Long Island Division:**

*(This division serves Nassau and Suffolk counties.)*

**Associate Director of Program Services**

March of Dimes

Long Island Division

325 Crossways Park Drive

Woodbury, NY 11797

Tel: 516-496-2100

Fax: 516-496-2109

Email: [srose@marchofdimes.com](mailto:srose@marchofdimes.com)

**New York Division**

*(This division serves the boroughs of Brooklyn, the Bronx, Manhattan and Queens.)*

**Dionne A. Durant, LMSW**

Associate Director of Program Services

March of Dimes

New York Division

515 Madison Avenue, 20<sup>th</sup> Floor

New York, NY 10022

Tel: 212-353-8353

Fax: 212-475-2972

Email: [ddurant@marchofdimes.com](mailto:ddurant@marchofdimes.com)

**Northern Metro Division**

*(This division serves Orange, Putnam, Rockland and Westchester counties.)*

**Susan B. Rose**

Director of Program Services  
March of Dimes  
Northern Metro Division  
580 White Plains Road, Suite 445  
Tarrytown, NY 10591

Tel: 914-407-5859

Fax: 914-407-5870

Email: [srose@marchofdimes.com](mailto:srose@marchofdimes.com)

**Northeastern New York Division**

*(This division serves Albany, Clinton, Columbia, Delaware, Dutchess, Essex, Franklin, Fulton, Greene, Hamilton, Montgomery, Otsego, Rensselaer, Saratoga, Schenectady, Schoharie, Sullivan, Ulster, Warren and Washington counties.)*

**Susan B. Rose**

Director of Program Services  
March of Dimes  
Northeastern New York Division  
80 Wolf Road, Suite 106  
Albany, NY 12205

Tel: 518-453-0474

Fax: 518-453-0477

Email: [srose@marchofdimes.com](mailto:srose@marchofdimes.com)

**Staten Island Division:**

*(This division serves the borough of Staten Island.)*

**Christine Roos, MA, CCE**

Associate Director of Program Services  
March of Dimes  
Staten Island Division  
1173 Forest Avenue  
Staten Island, NY 10310

Tel: 718-981-3000 ext. 30

Fax: 718-981-4251

Email: [croos@marchofdimes.com](mailto:croos@marchofdimes.com)

## **APPLICATION FORMAT**

### **I. COVER SHEET**

Completely fill out attached Cover Sheet

### **II. PROJECT NARRATIVE - Not to exceed 12 double-spaced pages total**

#### **A. Project Abstract - one (1) page**

Provide a one-page summary of the project

#### **B. Description - suggested length 3-4 pages**

1. Which of the funding priorities is the project addressing? Do not alter wording of the priority area.
2. What needs or problems of the target population in your area would be addressed through this initiative?
3. How will the project have an impact on these needs or problems?
4. Who will be the primary beneficiaries of this project?
5. What is the capacity of the applicant to carry out the project (include agency's mission, key staff, clientele, and experience working with the primary participant group)?

#### **C. Project Objectives, Activities & Outcomes 3-4 pages, not including form**

1. What planning activities will take place before project startup?
2. What are the measurable objectives (process and/or outcome) of the project?
3. What are the staff responsibilities?
4. What is the role of collaborating organizations (if applicable)?
5. Using the enclosed form, list the project's measurable objectives, methods/activities and outcomes.
6. For continuation funding, note progress made towards meeting objectives.

#### **D. Evaluation Plan - suggested length 1-2 pages**

1. What do you want to be able to decide about the project as a result of the evaluation?
2. What kinds of information and data are needed to make these decisions?
3. How will progress be monitored, and outcomes (process and/or outcome) be measured?
4. How, where and from whom will this information be gathered? Please include any evaluation tools you will use to capture participant information, evaluate progress, etc.
5. How will participant input be incorporated?
6. How will this information measure the outcome for project objectives?
7. Who will design and carry out the project evaluation? (If at all possible, have someone other than the program managers determine evaluation results.)

**E. Project Impact and Visibility** - suggested length < 1 page

1. How will the project make a difference in the lives of participants?
2. How will the project be announced to the community? In what ways will March of Dimes be visible?
3. How will the project results be shared?
4. Describe the potential for sustainability beyond the funding period through alternate sources of funding or a change in organizational systems or procedures that will sustain the project's impact.

**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. Also include a copy of your agency's most currently audited financial statements including Statement of Income and Expenditure, and Balance Sheet.

**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.
- Indirect costs are allowable for grants of \$25,000 or more only and **cannot exceed** 10% of total costs.

**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
- Indirect costs for grants under \$25,000
- 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.

Listed below is the March of Dimes policy on Child Care (February, 2007) for two options regarding the provision of child care services for participants at trainings and/or workshops funded by chapter community grants.

Stipend - A cash stipend, in the range of \$15 – 25 per person per day, intended as reimbursement for “personal expenses” (i.e. transportation, meals, and also child care services of his/her own selection) can be given to participants. Participants will sign a receipt for the stipend (produced and cleared by the Chapter Program Support, Finance and Legal departments) accepting the stipend and verifying that the cash is to be used by the participant for reimbursement for personal expenses in connection with the recipients participation in the session. Appropriate “release” language could be included in the receipt to reflect the participants’ independent determination of child care services to be used. The chapter and/or grantee would be responsible for the careful handling of the cash and collecting signed forms.

Contract with Duly Licensed and Insured Child Care Agency - The grantee should contract with a local child care agency to care for participants’ children that satisfies the following criteria: 1) the agency is duly licensed/credentialed for the provision of child care services, 2) the agency is in compliance with all state and local laws for the conduct of appropriate background checks and screening of its staff of caregivers 3) the agency is duly insured for its provision of child care services, and 4) the agency signs an “indemnification and hold harmless agreement” (a) certifying as to points 1 thru 3 above and (b) indemnifying MOD against all liability (i.e., claims or actions) that may arise in connection with the agency’s provision of child care services.

### **III. ATTACHMENTS - No Page Limit**

1. In addition to the required attachments referenced above, please also include evidence of Institutional Review Board (IRB) submission as deemed appropriate.
2. Optional attachments may also be submitted, such as Letters of Support and other supporting materials relevant to the proposed project.
3. Letters of Commitment from collaborating organizations should delineate what their relationship will be with the project.
4. The most recent grant progress and expenditure reports for those applicants requesting continued (second or third year) March of Dimes funding are to be included with the application.
5. Include a copy of your agency's most currently audited financial statements, including Statement of Income and Expenditure, and Balance Sheet.

## **APPLICATION SUBMISSION CHECKLIST**

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

- Application is not longer than 12 double-spaced pages (excluding forms and attachments).
- Font size is at least 12 point and margins are at least 1 inch.
- Project narrative (including one page abstract) includes all required components and addresses all questions.
- Priority area is clearly marked on the Cover Sheet and project objectives and activities are tightly focused on the selected priority area.
- Proposal includes at least one outcome objective that seeks to change knowledge, behavior or birth outcome.
- 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 primary priority area)
  - Completed and signed Budget Form
  - Completed Objectives, Activities & Outcomes Form
  - Documentation of IRB submission as deemed appropriate
  - Copy of most currently audited financial statement including Statement of Income and Expenditure, and Balance Sheet.
  - Most recent March of Dimes progress and expenditure reports if requesting the continuation of second or third year March of Dimes funding
- Application includes optional attachments as deemed relevant to the application.
- Submission includes original and 20 copies sent to the appropriate division. (see page 6-7)

**Applications must be received in the division office  
no later than 4:00pm on Friday, May 15, 2009.**

**Late applications will not be accepted.**