

GRANT PROPOSAL GUIDELINES

- The Chester County Community Foundation **connects people who care with the causes that matter**, so their philanthropy makes a difference **now & forever**.
- We are **a collection of Field of Interest & Donor Advised Funds** with **\$5M + granted annually** to nonprofits in Chester County & beyond.
- **99%** of our grants are made by our generous Fund Advisors, who make grant decisions all year.

Proposals submitted by nonprofits are considered for 2 types of grants:

Field of Interest & Donor Advised Funds (No Deadline)

- ◇ Grants **focus on Chester County** causes & issues, but are not limited to Chester County.
- ◇ Charitable nonprofits working **in all fields of interest** are considered for grant awards. (I.e. arts, culture, & humanities; education; community improvement; environment; religion; health; & human services)
- ◇ **General operating** grants are encouraged. Nonprofits should be specific about their mission, goals, & measurable outcomes.
- ◇ Proposals can be submitted **anytime all year**.
- ◇ Grant decisions are made **intermittently** all year, as Fund Advisors desire.
- ◇ Grant **awards** typically range from **\$500-\$7,500**.

Fund for Chester County Capacity Building Grants (Due 9/11)

- ◇ For eligibility in this grant program, nonprofits must be **located in & serve Chester County**.
- ◇ Nonprofits **budgets** must be **\$500,000 or less**.
- ◇ The goal of capacity building grants is to **strengthen the effectiveness of NPO's serving the region**, see page 4 for more details on the areas including:
 - Mission, Vision & Strategy
 - Governance & Leadership
 - Partnerships & Collaborations
 - Operations & Technology
 - Fundraising, Development & Marketing
- ◇ Proposals submitted between **July 1 - Sept. 11** are eligible for consideration.
- ◇ Grant **awards** typically range from **\$500-\$5,000**, with monies distributed by **February**.

- Use this form @ www.chescocf.org to apply online for grants from all Community Foundation Funds.
- **Email proposals to grants@chescocf.org**
- Proposals are considered "complete" when CCCF has **confirmed** receipt of the **Grant Proposal Summary Sheet, Narrative & Attachments**.
- Proposals are shared electronically and online with Fund Advisors, Donors & Grant Panels.
- Per IRS Regulations, applicants **must be** charitable, tax exempt organizations with 501(c)(3) certification & **cannot** be individuals.

Please contact Grants Administrator **Kevin Baffa** at **(610) 696-8211** or grants@chescof.org with any questions.

I. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL SUMMARY SHEET

One page only. This page will be shared electronically with Grant Panel Members & Fund Advisors.

*Note: If Philanthropy Network's Common Grant Application is used, CCCF's **Summary Sheet MUST accompany application.***

To obtain an electronic version of this application, visit www.chescof.org

Date: August 30, 2024

Contact Information

Organization Name: **The 4th Trimester MOMMIE**
Address: **306 Trego Avenue, Coatesville, PA 19320.**
Phone: **610-806-2235**
Website: **4tmommie.org**
Year Incorporated: **2024**
FEIN: **93-3323801**

ED/CEO Name: **Talonda S. Rogers**
ED/CEO E-mail: **momcare@4tmommie.org**
Board Chair Name: **Rohan Wright**
Board Chair Approval (check here):
Primary Contact Name: **Talonda Rogers**
Primary Contact E-mail: **rtalonda75@gmail.**

Note: Our organization is in Coatesville and has only served Chester County residents. The Reading address is a place to receive mail until we obtain a physical location. Thank you!

Organization Information:

Field/s of Interest:

Arts, Culture & Humanities Environment/Animal Welfare Education
 Health Human Services Religion

Mission: To educate, empower, and be a voice for women. To advocate for positive and optimal health outcomes during and after pregnancy, and after pregnancy or infant loss. Through research, programs, and direct support, we will elevate the awareness of complications impacting historically vulnerable communities and work to change the narrative and ensure the best care possible for all women and their families. It's our vision that through continuous education, advocacy, and care, no mother will die from preventable causes related to pregnancy and childbirth.

Geographic Area Served (If not all of Chester County, specify primary Chester County regions served): **All of Chester County**

Describe Population Served & Annual Number of People Served: To date in 2024 over 50 families.

Annual Budget \$ 81,000 (projected) _____ 0 # of Full-Time Equivalent Paid Staff
72 % of budget for program expenses 9 # of Board Volunteers
20 % of budget for administrative expenses 2 # of Active Non-Board Volunteers
8 % of budget for fundraising expenses none yet # of Volunteer Hours
100 % total

Top 3-5 funding sources: The Fund for Women and Girls \$13,500 (to purchase a MOMMIE Mobile) and Berks LaunchBox \$500 (Marketing Services)

Is this grant proposal for: Capacity Building or General Operating ?

If Capacity Building Proposal, the focus is:

Mission, Vision & Strategy Governance & Leadership Partnerships & Collaborations
 Fundraising, Development & Marketing Technology Other: _____

Grant Amount Requested from the Community Foundation: \$20,000 (Any amount is appreciated)

Proposal Summary: The 4th Trimester MOMMIE requests a \$20,000 grant to improve postpartum care for underserved communities, especially minority groups facing serious maternal health issues. We will use \$15,000 to purchase our MOMMIE Mobile—a fully-equipped mobile clinic van—and \$5,000 to train and equip three nurses. Our aim is to fill the gaps in maternal healthcare by bringing important postpartum services directly to the moms who need them most, making it easier for them to get help. Our care model covers physical and mental health support, education, and advocacy, and we believe it can make a big difference for moms and babies. By supporting the MOMMIE Mobile, you're not just helping us obtain a vehicle; you're joining a movement to change postpartum care, save lives, and support moms when they need it most. Join us as we work to make a real difference in maternal health in our communities.

History

The 4th Trimester MOMMIE (Maternal Outreach. Mentorship. Mobilization. Inclusivity. Education) was founded in 2023 and legally registered as a PA nonprofit organization on January 12, 2024, by Talonda S. Rogers, a nurse with 15 years of experience and a personal connection to its mission. The organization's inception was inspired by Rogers' tragic loss of her son, Brandon, to stillbirth due to medical negligence 23 years ago. This experience fueled her dedication to maternal health advocacy and led to the creation of an organization addressing critical gaps in maternal care, particularly for minority and underserved communities. The organization's mission is rooted in combating the alarming maternal mortality rates in the United States, especially the disproportionate impact on Black women. With statistics showing that 60% of maternal deaths were potentially preventable in 2022, rising to 84% by 2023, The 4th Trimester MOMMIE is committed to making a significant difference in maternal health outcomes through research, education, and innovative care models.

Goals

The organization aims to enhance postpartum care through multiple strategic goals. These include developing a comprehensive training program for nurse volunteers, acquiring a physical location for holistic care approaches, implementing culturally competent care training for healthcare providers, and advocating for extended at-home nursing care for postpartum mothers. These goals collectively focus on improving maternal health outcomes, providing diverse support services, and ensuring culturally sensitive care delivery, with the aim of enhancing the well-being of new mothers and their families during the critical postpartum period.

Key Achievements

Throughout 2024, The 4th Trimester MOMMIE has made significant strides in community engagement and service provision. We have:

- Reached approximately 50 mothers through our programs.
- Provided 96 hours of postpartum care.
- Conducted a mental health workshop.
- Provided educational resources and support to our community.
- Engaged with 10 healthcare providers, including one mental health specialist, to improve care coordination.
- Raised awareness about maternal and infant health disparities.
- Facilitated open dialogues about mental health and maternal well-being.

Additionally, our founder, Talonda, has been making significant contributions and connections in the community. In February, Talonda spoke at Lincoln University's "Disparities in Maternal and Infant Healthcare Roundtable," where she engaged with elected officials and prominent figures such as Melissa Hurd from the US Department of Health and Human Services and representatives from various senators' offices. Her interview about our nonprofit's mission was also featured on CBS3 News. In May, Talonda was the featured speaker at the Annual Coatesville Community Baby Shower and delivered a keynote address at Covenant Life's Healing Heart and Star Legacy Foundations First Annual Bereaved Mother's Day Luncheon. In July, we hosted "A Real Talk About Mental Health" in honor of Minority Mental Health Month, and participated in Coatesville's First Friday, providing valuable information about maternal health to the community. These achievements demonstrate our growing impact and commitment to improving maternal health outcomes in our community.

Distinctiveness

The 4th Trimester MOMMIE stands out for its focused approach to postpartum care, particularly for Black mothers, addressing a critical gap in the U.S. healthcare system. While prenatal care is well-established, we concentrate on the postpartum period, where nearly two-thirds of maternal deaths occur within 42 days after birth. Our organization specifically targets the needs of

Black mothers, who face disproportionately high maternal mortality and morbidity rates and often receive lower-quality care due to systemic disparities.

Led by a Black nurse with lived experience, we bridge the historic mistrust between the Black community and healthcare systems, allowing us to serve women more effectively. Our holistic approach addresses both physical and emotional needs of postpartum mothers, considering the impacts of bias, discrimination, and inequitable access to care. By focusing on preventing maternal mortality and morbidity, we aim to improve health outcomes for Black mothers and reduce the billions of dollars these issues cost the healthcare system annually, uniquely positioning us to make a significant impact during this often-overlooked critical period.

Description of key initiatives

The 4th Trimester MOMMIE's key initiatives involve offering evidenced-based services supporting mothers throughout their postpartum journey, with a particular focus on underserved communities. Our approach addresses diverse maternal needs, aiming to improve overall health outcomes.

Health and Wellness Services:

- MOMMIE Clinic: Essential physical and mental health assessments, alongside empowering education
- MOMMIE Mentality: One-on-one mental health services with licensed professionals
- MOMMIE Massage: Physical relief and stress reduction
- MOMMIE Muscle (planned): Tailored exercise programs from pre-pregnancy through postpartum.

Support and Education:

- MOMMIE Milieu: Group support services
- MOMMIE Milk: Crucial lactation support
- MOMMIE Education Lab (planned): Essential classes in CPR, first aid, and nutrition.

Care and Respite:

- MOMMIE Moments: In-home respite care
- MOMMIE Mood Rooms (future initiative): Tranquil spaces for mothers to relax and recharge.

Service Delivery:

- MOMMIE Mobile: Initial platform to bring many services directly to mothers in need.
- Physical Location (future goal): To house additional initiatives and expand service offerings.

Our approach is called MOMCARE. We strive to comprehensively address the physical, mental, and emotional needs of postpartum mothers, working towards improved maternal well-being and health outcomes.

Specific needs & issues to be addressed.

The MOMMIE Mobile will enable us to:

- Provide postpartum health screenings- breastfeeding assistance, pain management, & adaptation to life with a new baby.
- Offer mental health support and education in comfortable, familiar settings.
- Conduct community outreach and education programs.
- Provide vital supplies, resources, and amenities (e.g., showers, snacks)
- Reach mothers who face transportation barriers or live in healthcare deserts.
- Act as a liaison between patients and providers
- Provide more touchpoints for minority and marginalized communities which saves money for the healthcare system.

Why is it important to fund this now?

Funding The 4th Trimester MOMMIE is critical now due to Pennsylvania's urgent maternal health crisis. In 2023, our state's maternal mortality rate reached 23.5 per 100,000 births, as reported by the March of Dimes, with deaths happening during pregnancy and up to one year postpartum. This crisis disproportionately affects non-Hispanic Black women and those over 40, with rates significantly higher than their counterparts. A 2024 report from the Pennsylvania Health Cost Containment Council revealed a dramatic increase in serious complications for mothers since 2016, with poor and Black women at higher risk. Our comprehensive approach addresses the often-overlooked postpartum period, where two-thirds of maternal deaths occur, by providing culturally competent, holistic care that targets both physical and emotional needs. Your funding will enable us to reach and serve mothers at highest risk, potentially saving lives and reducing healthcare costs. This investment is not just in our organization, but in reversing these troubling trends and ensuring that many mothers in Pennsylvania receive the essential care and support she needs during this critical period.

How impact & results will be demonstrated

As a new, small nonprofit, the 4th Trimester MOMMIE is committed to demonstrating our impact through a tiered approach that grows with us. Initially, we'll focus on basic quantitative metrics such as the number of women served by our MOMMIE Mobile, and the types of services provided. We'll gather qualitative data through satisfaction surveys and testimonials, while tracking our community engagement. In the short term (6-12 months), we'll expand to monitor critical health outcomes like breastfeeding rates and postpartum depression screening results, conduct follow-up calls at 30-, 60-, and 90-days post-service, and develop detailed case studies. We'll also compare our services to similar local organizations, documenting the unique gaps we're filling. This approach allows us to demonstrate our immediate impact while building towards more comprehensive evaluations as we grow, ensuring we can clearly communicate our value to stakeholders and funders.

For capacity building grant proposals

This capacity-building initiative will significantly impact our nonprofit by enabling us to recruit and train 3 volunteer nurses to care for postpartum women. Additionally, we will fund breastfeeding courses for all 3 volunteers to address the current lack of breastfeeding experts available for home visits in Chester County. Moreover, we aim to offer the volunteers HIPAA and Bereavement certification, and Infant and Child CPR. These comprehensive services will allow our organization to extend its reach and improve our ability to provide essential healthcare services to those in need.

How will this impact be measured?

To measure the impact of the capacity building initiative, we will track the increase in the number of patients served and evaluate the quality of care provided by the newly trained nurses. Additionally, monitor the availability of breastfeeding experts for home visits and assess the impact on the community, measure the impact of HIPAA and Bereavement certifications on the volunteers' ability to provide sensitive and confidential care, and track the outreach and community engagement to assess the initiative's effectiveness.

Expected activities; timeline & costs to implement the initiative.

Our current services will include:

- Mobile postpartum check-ups: physical and mental health assessments
- On-site respite care for exhausted mothers
- Mental health support and referrals
- Postpartum and infant care education- Specialized breastfeeding support and consultation
- Distribution of mom self-care supplies and baby essentials
- Healthcare provider liaison services
- Transportation assistance for medical appointments

Timeline:

Months 1-2:

Purchase & equip MOMMIE Mobile (\$28,500: \$15,000 from this grant + \$13,500 from Fund for Women & Girls)
Train 3 volunteer nurses in HIPAA compliance, bereavement counseling, and lactation consulting (\$5,000)

Months 2-3

Launch mobile services, identifying and selecting initial families

Conduct baseline assessments, create individualized care plans, offer educational sessions, and breastfeeding support

Provide weekly mobile clinic visits and support services.

Encourage 6-week postpartum check-ups.

Months 3-11

Continue bi-weekly mobile clinic visits

Conduct ongoing assessments and adapt services as needed.

Month 12

Collect data on outcomes and community impact

Throughout the program, we will prioritize culturally competent care.

Total Grant Request: \$20,000

\$15,000 for MOMMIE Mobile Clinic Van (partial funding) & \$5,000 for comprehensive training of 3 volunteer nurses

The 4th Trimester MOMMIE offers an approach to care for women who are currently not being served in their postpartum journeys with the potential for significant, lasting impact on maternal and infant health outcomes in Chester County.

III. ATTACHMENTS

E-mail or mail this support information.

1. Copy of 501 (c) (3) federal tax-exempt letter
2. List of Board of Directors, with their affiliations
3. Most recent annual report & financial statement, audited if available
4. Itemized organizational operating budget with actual results for prior fiscal year & current fiscal year to date
5. If capacity building initiative, itemized budget (including external consultant's proposal, if applicable)
6. Current strategic plan. If your nonprofit does not have a current strategic plan, explain why.

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so their legacies make a difference.*



WHAT IS CAPACITY BUILDING?

Capacity building helps bring a nonprofit to the next level of operational, programmatic, financial, or organizational maturity, in order to more effectively & efficiently fulfill its mission.

Capacity building may include (but is not limited to) projects which address:

- **MISSION, VISION & STRATEGY**
Organizational Assessment - Strategic Planning - Financial Planning
- **GOVERNANCE & LEADERSHIP**
Board Development - Executive Transition/Succession Planning - Leadership Development - Staff Training & Professional Development
- **PARTNERSHIPS & COLLABORATIONS**
Coalition Building – Collaboration - Mergers & Acquisitions - Strategic Restructuring
- **RESOURCE DEVELOPMENT & MARKETING**
Major Gift Donor Identification, Cultivation, Development & Stewardship - Development Campaigns (Annual, Capital, Planned Giving) - Earned Income Development - Social Enterprise Feasibility & Development - Marketing, Branding & Communications
- **TECHNOLOGY & OPERATIONS**
Business Continuity Planning - Financial Management - Human Resources - Volunteer Management - Industry Certification - Risk Management - Technology Improvements