



New Jersey Birth Equity FUNDERS ALLIANCE

ECOSYSTEM OF WELLNESS FREQUENTLY ASKED QUESTIONS (FAQ)

PRIORITIES IN FUNDING

1. *What projects and services fall under the scope of Equity in Postpartum Care?*

There are many projects that can fall under the scope of postpartum care which include but is not limited to:

- *Maternal mental health, postpartum hemorrhage, preeclampsia, cardiovascular conditions and high blood pressure, substance use prevention and intervention, trauma-informed work and adverse childhood experiences.*
- Culturally congruent prenatal, pregnancy and postpartum maternal mental health support (e.g., programs providing direct mental health services, maternal mental health assessments, music therapy, movement classes, trauma-informed initiatives, in-home mental health services, and other healing practices)
- Programs and services addressing social determinants of health, including but not limited to transportation, housing, and food access
- Programs and services that educate and provide support for fathers/partners supporting birthing people

GRANT AMOUNT AND FUNDING LEVELS

1. *What is the grant award amount?*

The grant is an unrestrictive grant for \$15,000 each year for two years.

- 2. Will there be an opportunity for partnership with other grantees and the Alliance during the grant term?*

This is a critical question to the sustainability of organizations and individuals in their work. We are seeking to create opportunities for CBO's who receive grants and those who we connect with along the way to continue to connect and learn together.

ELIGIBILITY

- 1. I am not a 501(c)(3), so I do not qualify?*

Yes. You can apply for this grant as an LLC. There is specific documentation you would need to complete to be able to receive the grant.

- 2. I am not a doula or practicing as a doula presently, can I apply?*

Yes, if you have a service or program for postpartum Black and latine mothers then you can apply. You do not have to be a doula.

- 3. Is there a special title or profession that will get preferential treatment?*

No. Applications are considered based on the totality of your application - question responses, eligibility and submitting the mandatory information.

- 4. I have an organization that focuses on {insert idea here, e.g. Domestic Violence} however there is an opportunity for me to apply to bring more services to the postpartum space, can I apply to receive funding for this budding idea?*

Yes, you can apply for a grant to initiate a project.

- 5. Is preference given to those who are doing the work versus those who just started?*

No. This grant is for emerging ideas and projects just as much as it is for those who are already doing the work.

6. *Do I apply as a business or as a 501(c)3? I have a new organization.*

Businesses established a year before the application deadline are eligible to apply. If you are a business under 12 months in operation you can apply through a fiscal sponsor. If you are registered as a 501(c)3 irrespective of the established date, you can apply.

7. *What are audited financial statements?*

Audited financials imply a CPA has reviewed/audited (and often prepared) the financial statements of the organization and has confirmed that the statements abide to a certain set of accounting and auditing standards.

8. *Do I need to submit an operational or programmatic budget template?*

Submitting a budget is required to apply. However, if you choose you can submit either.

9. *I have a Sole Proprietorship, am I ineligible to apply?*

You can not apply as a Sole proprietorship. We require an annual report which is filed yearly. Sole Proprietorships do not have to file these.

10. *Where are the geographic priority areas listed?*

The list of priority geographic areas is listed in Appendix at the end of the document.

APPLICATION SUBMISSION

1. *I do not have any testimonials, is sharing a video/audio on why I am applying sufficient?*

Sharing testimonials is a mandatory aspect of the application.

2. *Do the testimonials need to be for the program in the grant application or any program the organization provides?*

No. The testimonials can be about any product or service you have done previously.

3. *How many testimonials do you need to provide in the application?*

There is a size limit of 5 testimonial submissions.

4. *Can we include Facebook reviews in the testimonials?*

Yes, you can include Facebook reviews. Feel free to share the link to the reviews page via email if necessary. Please include yours or your organization's name.

OTHER

1. *Will there be opportunities for continuous funding?*

The Community Advisory Committee has been allocated \$500,000 to distribute to Community Based organizations. There will be opportunities to apply for other grants. Learn more about our [sponsorship grants](#).

2. *Is there a way to connect with the other applicants before the grant decisions are made?*

This is a great question which shows the power and desire for community. Given this question we are looking into ways to connect applicants and create community.

3. *If an applicant wins this grant and the opportunity presents to apply for your future grants, will they be able to apply?*

This grant is a multi-year term. You can apply for another grant at the end of the two year term.

4. *If I apply for this grant, can I apply for future grants?*

If you apply to this grant and do not get selected you may apply to another grant as it becomes available.