

## **CALL FOR LETTER OF INTENT: CBO INSIGHTS IN BIRTH EQUITY**

*New Jersey Birth Equity Funders Alliance to study the landscape of Community Based Organizations Working Towards Birth Equity in New Jersey*

### **Introduction to the Alliance**

The New Jersey Birth Equity Funders Alliance (Alliance) aims to reduce racial disparities in birth outcomes in New Jersey and contribute to overall improvements in the state's rank for equitable birthing. The Alliance includes the Burke Foundation, the Community Health Acceleration Partnership (CHAP), The Henry and Marilyn Taub Foundation, and the Robert Wood Johnson Foundation. The Alliance comes together in a spirit of collective commitment and action, leveraging its individual strengths towards achieving full birth equity in the state of New Jersey. The Alliance's primary focus is on empowering and resourcing Community Based Organizations (CBOs) who are closest to the problems on the ground. The Alliance aims to address systemic racism by funding critical research and BIPOC-led organizations. Alliance guiding principles include a focus on racial equity, collaboration, learning, mutual accountability, and co-designing solutions with the community.

### **Call for interested parties: CBO Landscape Research Grant**

The Alliance is seeking to engage a research individual/group/organization to support a landscaping exercise of the CBO ecosystem in New Jersey. This research is critical to center the voice of those who are closest to the problem/lived reality and inform funders and key decision makers of the diverse voices and multidimensional nature of the birth equity field. The core goal of this rapid landscaping (12 weeks) is to understand the map of actors in the birth equity field (i.e., key players such as CBOs and technical assistance providers, their needs, services provided, etc.) in New Jersey. In 2022 and beyond, the Alliance plans to launch a Technical Assistance grants program that will be powered by insights from the landscape and needs assessment. Below are more details about the CBO Insights Grant and how to express interest.

### **Eligibility**

- The applicant can be a non-profit, for-profit CBO (includes consultants, single-person entity, or group of researchers) or an academic institution. We are also open to proposed partnerships among organizations.



## **New Jersey Birth Equity FUNDERS ALLIANCE**

- The applicant(s) should be preferably registered, residing and/or working in New Jersey.
- The applicant should have experience employing a participatory-research approach to directly engage CBOs and communities in this research exercise through interviews, for example.
- Previous experience of the applicant(s) does not need to be in birthing and birth equity; however, they should strongly align with the values of birth equity and racial justice.

### **CBO Landscape Research Scope**

We are hoping to capture the comprehensive ecosystem related to Birth equity in New Jersey and not just those organizations that focus exclusively on Birth Equity. In effect, this research will include those CBOs whose work affects Birth Equity outcomes through a variety of determinants (such as housing, transportation, food insecurity, mental health, reproductive health etc.).

The scope of the CBO Landscape Research will be co-designed and developed by the researcher(s), community advisors and the Alliance, however, some essential themes the Alliance is keen to include are:

#### **1. Profile of Birth Equity-related CBOs Operating in New Jersey**

- a. Estimated number of CBOs, geographic spread, average number of staff, locations served, budget and next year projections, board and organization leader details, key goals and outcomes, etc.
- b. Framework to organize the field of CBOs that provide direct and indirect support to birthing families.
- c. Leadership and board member patterns.
- d. 5-7 Case Studies of different stage CBOs highlighting their models, core challenges, leadership/board members, and strategy for the near future.

#### **2. Funding Landscape for CBOs**

- a. Identified funders of CBOs.
- b. Relationship with intermediaries such as the Regional Health Hubs.

#### **3. Needs of CBOs**

- a. Overall needs of CBOs across program, operations, fundraising, etc.
- b. Obstacles to receiving funds (at the organizational, ecosystems, and macro-/systems level) and managing donor relationships.

#### **4. CBO Networks**



- a. Technical service providers who work with CBOs on Birth Equity in New Jersey.
- b. Formal/informal network groups for CBOs that exist in New Jersey.
- c. Perspectives about how CBOs view collaboration amongst themselves and with funders and government.
- d. Any illustrations of CBOs working together or complementing intersectional work.

#### **5. Asset-Based Narrative Building**

- a. Brief outlines of success stories from CBOs—what strategy has helped them, which service provider has been instrumental in their growth, and any other positive experiences.

#### **Letter of Intent Submission**

1. An expression of interest (*no length limit for document; videos and audio presentations welcome in lieu of written documents*), which should address the following questions:
  - a. How are you/your organization well positioned to undertake this Birth Equity CBO landscaping project?
  - b. What are some ways you will engage the community in your work?
  - c. What research methods (surveys, focus groups, interviews etc.) will you be employing in delivering this work?
  - d. Can you share some highlights from your previous work in New Jersey?
  - e. Is there anything that the research scope outline does not include but you think is essential?
2. Brief CVs of organization/project leaders
3. **Optional:** We welcome supporting materials of any kind including but not limited to links to reports and previous research work, video/audio introduction of the organization etc.

*Based on the letter of intent, the Alliance will come back to a select candidate or a shortlist of candidates to receive a more detailed proposal.*

Please submit your Letter of Interest by April 15, 2022, by email at [NJ@BirthEquityAlliance.com](mailto:NJ@BirthEquityAlliance.com). The grant (no more than \$75,000, including a 12% overhead) will be dispersed in May 2022 and successful applicants will be contacted via email.