

## RFQ - Faith-based Outreach Fall FY25

[B'more for Healthy Babies](#) (BHB) is issuing a request for proposals from faith-based organizations in Baltimore City to receive community grants. Organizations can apply for a grant of \$1,500. The grant funds must be spent by June 14, 2025. The purpose of the community faith-based grants is to provide additional financial support to a total of five community faith-based organizations' health outreach and education efforts. The total amount of the community grants program will be \$7,500.

Baltimore City's faith-based organizations hold a vital role in nurturing the health and wellness of mothers, babies, and families. BHB's Faith-Based Initiative helps religious leaders integrate health more deeply into their ministries and make life-saving health services and information more accessible to their congregations. BHB aims to help faith communities focus on promoting maternal and child health and provide technical assistance to health ministries in their congregations and communities.

When we support birthing families to be as healthy as possible before, during, and after pregnancy – and to provide a safe and healthy home for their baby – we are helping families today and investing in the future. By making sure that every baby has the best start possible, we can feel more confident that when those babies grow up to be healthier adults, they'll have healthier babies, too!

We will end the devastating impact of the health issues affecting our community. The premise of the ask is simple: submit a creative idea that brings a voice to one of our focused health topics to help raise awareness, which is the key to success. Some of BHB's health priorities include safe infant sleep, breastfeeding, high blood pressure, mental health and stress, and smoke-free environments for pregnant people and babies.

Some faith-based organizations have nurses speak about the risk factors of high blood pressure; or a recent birthing family may want to encourage families to consider breastfeeding, or others may hear a testimonial from a family who suffer the loss of a child due to Sudden Infant Death Syndrome (SIDS), within the congregation. Some congregations may choose to take their idea outside of the actual service in the form of health fairs, blood pressure screenings, community baby showers, healthy cooking classes or contract with a mental health provider to speak with congregants. Each faith-based organization will bring a unique approach as they create their idea based on the needs and interests of their congregation. We will provide guidance, materials and support to make this a successful and replicable event for faith-based organizations across the city. Previously, BHB held an annual event, we called Precious Purple Sunday. You can learn more about it [here](#).

In your proposal, please submit responses to the 8 application questions in one document (e.g. Microsoft Word, Adobe PDF):

### **Submission Questions**

1. Tell us about your faith-based organization. You might include information about when it was founded, your mission, and the size of your congregation/community.
2. Please share a detailed overview of your event. What services do you plan to deliver and/or what event do you plan to complete? (Include the number of people you aim to reach and the number of activities/services you plan to offer.)
3. Describe your planned event in detail.
4. Describe how you plan to measure the impact of the event, i.e. what methods you will use and what information will you gather to determine effectiveness and the impact you hope to achieve?
5. What challenges/barriers do you anticipate with implementing this event? How do you plan to mitigate those challenges/barriers?
6. What additional resources do you need to support the event's success?
7. What is the budget breakdown for the proposed event?
8. How do you plan to promote your event?

### **REVIEW AND SELECTION PROCESS**

#### **Are You Eligible?**

- Applicant must be established as a 501(c)(3). Please provide documentation of the organization's tax-exempt status (i.e. IRS tax exempt status determination letter)
- Applicant must be in "Good Standing" with the State of Maryland. Please provide a copy of the certificate status. Certificate can be obtained [here](#)
- Applicant must be located within Baltimore City limits
- Applicant must have the legal capacity and authority to incur obligations under the grant program

#### **Selection Criteria**

Criteria, including compliance with RFQ priorities/requirements, will be used in determining which applicants will be awarded grants and become community partners.

This includes:

- Proposals must detail that all events must occurring within Baltimore City limits
- Proposal is designed to support community voice
- Proposal is aligned with and designed to meet B'more for Healthy Babies' missions and priorities
- Proposal meets needs identified by BHB stakeholders and shows knowledge and experience in raising awareness about health education topics in their congregation

or communities

**Review Panel**

Applications will be reviewed and rated by a panel comprised of members of BHB Leadership from the Baltimore City Health Department, Family League of Baltimore, and HealthCare Access Maryland and staff from BHB's communication lead, Johns Hopkins Center for Communication Programs. This panel may also include service professionals; community members; parents, youth, and/or family members of Baltimore City.

**Submission Deadline**

Applicants must submit all documentation no later than 11:59 pm EST on Friday, August 16, 2024 to [apralsmith@jhu.edu](mailto:apralsmith@jhu.edu).