

Community Breastfeeding Projects Guidelines and Criteria for Community Grant Proposals Call for Proposals September, 2014

Process

This initiative focuses on populations with lower breastfeeding rates such as, women living in poverty, women under the age of 20, and Aboriginal women. To find out more about populations with lower rates of breastfeeding go to www.beststart.org/projects/breastfeeding_community_project.html. The purpose of the initiative is to increase effective breastfeeding services across Ontario, by enhancing existing breastfeeding services and programs or adding additional breastfeeding services and programs in areas of need.

Organizations are invited to submit a proposal for a grant of up to \$25,000 to develop or enhance programs and services designed to encourage and support breastfeeding in populations with lower rates of breastfeeding. Some grants for up to \$50,000 are available for organizations developing programs or services with a provincial reach.

Application Dates

- The deadline for applications is Monday **October 20, 2014 at 11am. No extensions will be granted.**
- Successful applicants will be notified in **December.**
- Projects must commence in **January 2015** and finish in **December 2015.**

Application Criteria

Not-for-profit, incorporated, charitable organizations in Ontario are invited to submit a proposal. Proposals will be reviewed based on the following criteria. If an organization does not have charitable status, please contact the Best Start Resource Centre at h.dawson@healthnexus.ca for support.

Who can apply?

In order to qualify for the funding, organizations must:

- Be not-for-profit, incorporated and have charitable status.

- Demonstrate a strong and committed board, fiscal responsibility, and effective management.
- Work with women or families during their reproductive years.
- Provide health promotion services and demonstrate a record of providing effective programs.
- Be agreeable to share results and developed resources with the Best Start Resource Centre, other projects and other organizations in Ontario.
- Be ready to start the project in January 2015.

Proposals must:

- **Be designed to encourage or support one population with lower rates of breastfeeding.**
- Demonstrate an understanding of:
 - The research regarding the chosen population.
 - How the research relates to their chosen population within their community.
 - Which specific barriers and challenges in relation to breastfeeding rates affect their chosen population within their community.
 - Why the proposed program is likely to make a difference to their chosen population within their community.
- Have clearly a defined purpose and objectives that are linked to the project's overall purpose.
- Include a strong evaluation plan.
- Demonstrate a strong sustainability plan beyond the funding period.
- Address identified barriers and challenges to breastfeeding (initiation, exclusivity and/or duration).
- Use strategies that have been identified to be effective or promise to be effective when working with the selected population.
- Demonstrate innovative approaches and/or effective practices to reach and support their chosen population to improve breastfeeding rates (initiation, exclusivity or duration).
- Use a community-based health promotion approach to address lower rates of breastfeeding.
- Work with partners to achieve an inclusive community approach and encourage efficient use of community resources.
- Promote cooperation and sharing among organizations to minimize the potential for duplication of services.
- Promote volunteer participation.
- Demonstrate accessibility and inclusiveness.
- Demonstrate sensitivity to diversity.
- Leverage existing technologies where appropriate (e.g. telemedicine, social media, 211).

Grants are NOT made to, or for:

- Individuals or for profit organizations.
- Project costs related to activities undertaken before the date of the Grants Committee decision and the organization receiving written approval.
- Project costs related to operating expenses of established organizations or programs.
- Administration or management costs related to the organization's ongoing business activities and are not associated with the project.
- Costs related to ongoing staffing or enhancing staffing for existing services not related to the project.
- Costs covered by other government funding.
- Marketing and promotion activities not associated with the project.
- Infrastructure or capital expenses related to the renovation, construction or transformation of permanent spaces, parks or grounds.
- Furniture, fixtures or other non-portable equipment such as refrigerators, stoves, exercise equipment.
- Projects related to medical care.
- Fundraising campaigns or annual fundraising events.
- Paying down mortgages or reducing deficits.
- Political activities.
- Exclusively religious activities.
- Activities that take place outside of Ontario

If you have any questions please contact Hiltrud Dawson at 1-800-397-9567 ext. 2250 or h.dawson@healthnexus.ca.

Submit Your Application by email to bfgrants@healthnexus.ca

Submit the following forms:

- ☐ Audited financial statements for your organization
- ☐ Confirmation of your not-for-profit, incorporated and charitable status
- ☐ Confirmation of insurance
- ☐ Breastfeeding Community Project **Application Form** (using required template)
- ☐ Breastfeeding Community Project **Workplan** (using required template)
- ☐ Detailed **Budget** (using required template)
- ☐ Signed and completed **Partnership Form**, if applicable (using required template)

Supports for Projects

The Best Start Resource Centre will provide supports to projects throughout the project timeline. The supports will include, but are not limited to:

- Webinars or teleconferences to discuss evaluation and reporting requirements for projects.
- Webinars or teleconferences to encourage sharing of strategies and learnings between projects.
- Telephone and email support to answer project related questions.

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