

# Community-Led Practices for Strengthening Maternal and Child Health and Reducing Disparities in Fresno County

*Welcome!*

*We will begin at 10:05*

*While we wait, please  
introduce yourself in the chat  
by sharing your name &  
organization*

*Question & Answer Session*

*April 11, 2024*



THE DAVID & LUCILE

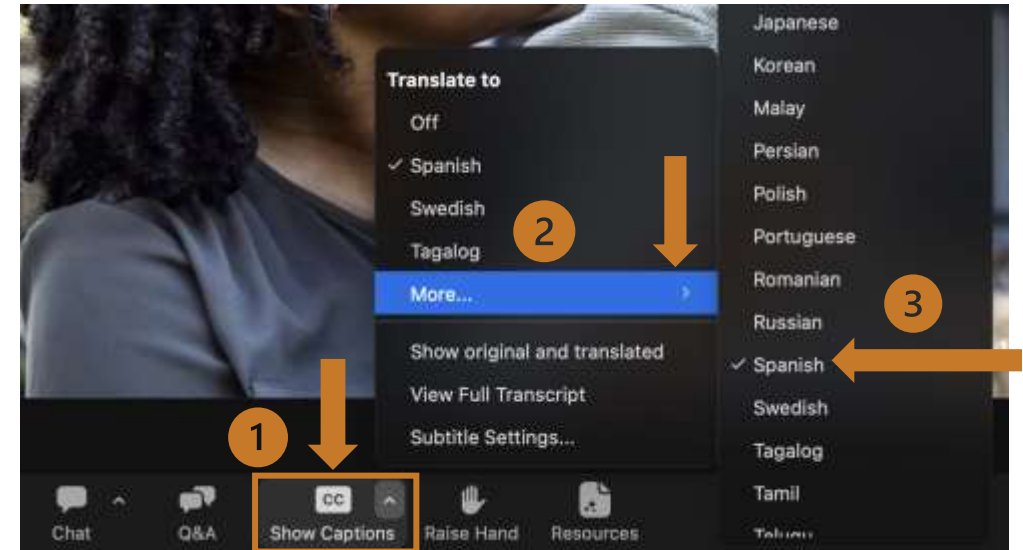
*Packard Foundation*



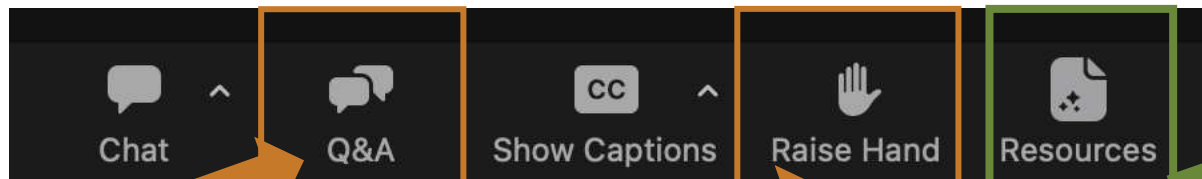
# Zoom Support



- This webinar is being recorded to share with those unable to attend
- Live translation is turned on for this webinar, click 'Show captions' and select your preferred language under 'Translate to'
- To ask a question:
  1. Click **Q&A** and type your question in the box that appears; **OR**
  2. Click **'Raise Hand'** and we can un-mute you so that you can ask your question aloud



Turn on captions here



Access resources from the Open Call here



# Meet our team



Katie Harkin



Associate Program  
Officer

Mia Bladin



Program Research  
Analyst

Bonne-Elise  
Deshotel



Program Associate

# Children and Families Initiative

**Goal:** Improve outcomes in maternal health and support healthy child development for children birth to age three, with a focus on Black, Indigenous, and Latino families.





## Work at three levels:



Invest in partners who are working on innovative practices to reduce racial disparities in maternal and child health outcomes.

Bolster efforts to strengthen and connect the health care, child care, and financial supports systems.

Support a national and state advocacy effort to connect policymakers and government leaders with the research, data, and analyses they need to champion policies designed to support families with young children.

# Open Call Objective

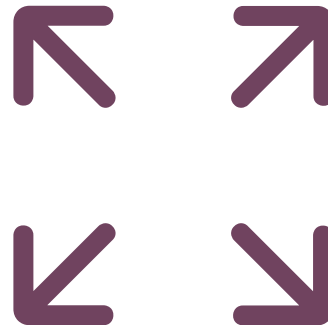


To support the ...

*Development*

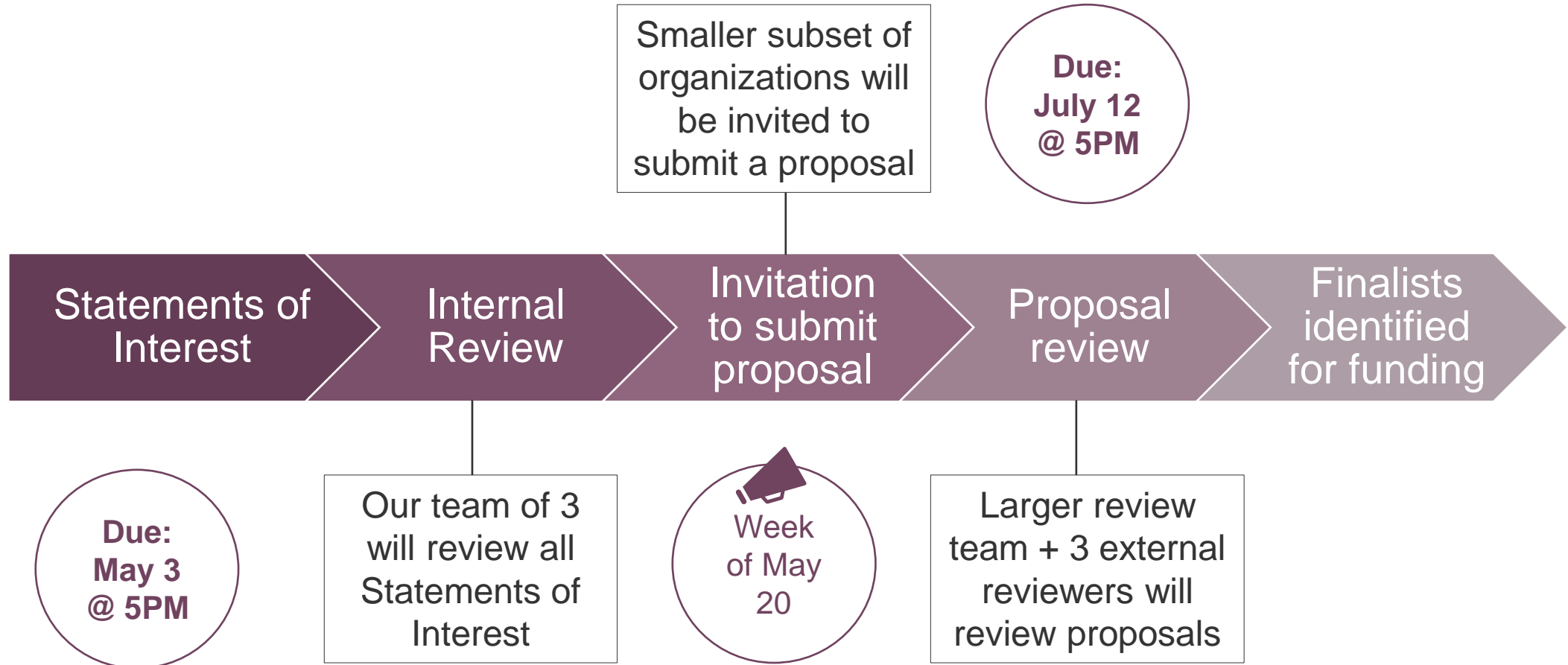
*Expansion*

*Enhancement*



... of innovative practices to improve maternal and child health outcomes and reduce racial disparities **in Fresno County.**

# Overview of the Open Call process



# Examples of projects eligible for funding



A wide range of projects will be considered for funding. Examples could include:

Support  
birthing  
people

Support  
families  
kids 0-3

Support  
birth  
workforce

Support  
maternal  
mental  
health

Pilot  
new  
Medi-Cal  
benefits

Use  
technology

& many  
more ...



# Grant Details



## Number of Grants

We expect to fund approximately **5** grants



## Grant Amount

Grant sizes will range from **\$50,000 - \$200,000** depending on project scope



## Grant Term

Grants are typically given over a **12-month** period



## One-time funding

This Open Call is designed to be a **one-time funding opportunity**



# Funding Criteria for Projects



1

Serves pregnant and birthing people, children under the age of 3, families or birth workforce in Fresno.



2

Incorporates the perspectives of the people being served by the project.



3

Serves either a diverse range of families or specific populations (including Black, Indigenous or Latino families).



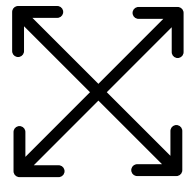
4

Has the potential to be replicated or scaled to a larger population or another community if future funding were available.



5

Is focused on the development of a new program or the enhancement or expansion of an existing program.



# Funding Criteria for Organizations



All types of organizations (public, private, nonprofit, and fiscally-sponsored projects) are invited to submit a statement of interest.

## History in Fresno

Has a history of serving families in Fresno County.



## Leadership & Capacity

Has the leadership and staff capacity to carry out the project.



## Data Collection

Has the willingness and capacity to collect data about the project.



## Trusting Relationships

Demonstrates a commitment to establishing trusting relationships in the community.



# Grantee Engagement with the Packard Foundation



## Evaluation

Grantees will participate in an evaluation funded by the Packard Foundation.

The purpose of the evaluation will be to:

- support grantees in learning from their project,
- facilitate opportunities for grantees to learn from one another, and
- measure progress on improving maternal and child health.

## Convening

Grantees will attend one **half-day convening in Fresno**

to share ideas and lessons learned with the cohort of funded organizations.

## Calls & Visit

Grantees will participate in **periodic check-in calls** with Foundation staff and members of the grantee cohort, **and a potential in-person visit.**

The cadence for calls and the in-person visit will be mutually agreed upon by grantees and Foundation staff.



# Next Steps



Additional questions regarding the Open Call are welcome to be sent to: **ChildrenAndFamilies@packard.org**

## STATEMENTS OF INTEREST DUE

Via webform on Packard website **May 3rd, at 5PM**

1



## PROPOSALS INVITED

Selected applicants will be invited to submit full proposals the week of **May 20th**

2



## PROPOSALS DUE

Final due date to submit all proposal materials **July 12th**

3



## AWARD NOTIFICATION

Notification of grant award **September**

4



Chat Q&A Show Captions Raise Hand Resources

To ask a question:



# Questions?



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Packard Foundation

# Questions & Answers



Will program expansion include funding facilities renovation to expand capacity in services?

The Packard Foundation does not generally fund capital expenses or renovation costs; however, funds can be used to support other costs including staff time, materials, rent and utilities, stipends or incentives for participation, etc.

*Submitted by: Exceptional Parents Unlimited*

What are the requirements for receiving the grant? What services need to be given to x individuals in our community?

There is no set requirement for the number of people who should be served through the project you are proposing.

We expect the organizations who apply will use their professional judgement in determining how many people they could realistically serve given the amount of funding they are applying for, staff time and capacity, and the amount/level of demand for services within the local community.

*Submitted by: Education and Leadership Foundation*

Would the Foundation consider applications focused on earlier stage research?

Academic research proposals would not align with the criteria for this funding opportunity, which focuses on providing direct services to pregnant and birthing people, children under the age of 3, families, or the birth workforce in Fresno.

*Submitted by: University of Rhode Island*