

# Improving Maternal and Child Health

## Request for Proposal

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### Background

As an organization committed, connected, and invested in our communities, Anthem and the Anthem Foundation are striving to improve the health of humanity by reducing racial injustice, strengthening our communities, and addressing health inequities in America.

The Anthem Foundation recently refined its strategy to underscore this commitment. Anchored by our vision of improving the health of the socially vulnerable through strategic partnership and programs in our communities, the strategy is rooted in demonstrating measurable impact in priority focus areas.

As a key pillar of this strategy, Anthem Foundation will be investing up to \$30 million over the next three years to support programs that aim to ensure women and their babies can achieve optimal health and well-being. We are inviting qualified nonprofit organizations with a history of proven, programmatic community initiatives to join us in these efforts.

In an effort to ensure our funding reaches the communities where it is needed most, we are placing an emphasis on programs specifically working to create equity in maternal healthcare by addressing racial disparities and biases, addressing health-related social needs and removing barriers to care and that drive to specific, measurable maternal/child health outcomes.

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### Types of Programs

Anthem Foundation will be considering:

- **National programs** promoting scalable and sustainable systemic change.
  - **Local programs** in California, Georgia, Indiana, New York, Ohio, and Virginia that support socially vulnerable populations with relevant interventions
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### Grant Program Goals

- Reduce pre-term birth rate
  - Reduce maternal morbidity and mortality
  - Reduce primary c-section rate
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### Grant Range & Term

- **Grant Range:** Open
  - **Grant Term:** 1-3 years based on need
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**Required Information**

Successful grant applications should include:

**Methodology**

Include critical milestones for tracking to specific metrics such as:

- Percentage increase in babies born full term (greater than 37 weeks gestation) compared to established baseline
- Percentage decrease in NICU admissions (i.e., early prenatal care; smoking cessation programs)
- Percentage decrease in severe maternal morbidity compared to established baseline
- Percentage decrease primary c-section rate

**Process and/or Outcome Measures**

Include one or more of the areas below:

**Health Equity**

- Address implicit bias
- Support women of color
- Support vulnerable individuals
- Provide culturally/individually relevant interventions
- Promote accessibility (doulas/midwives, CBOs, CHWs)

**Whole-person Care**

- Mental health (including domestic violence and substance abuse)

**Understanding of health-related social needs of population being served**

- Food security
- Transportation
- Safe housing

**Interventions that are relevant to population being served**

- Builds trust through programming that considers unique needs of women being served
- Collaborations that focus on meeting the needs of the local community

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**Eligibility**

Applicants must meet all of the following eligibility criteria for consideration:

1. Show proof of status as a registered 501(c)3 charitable organization within one of the following subsections of the Internal Revenue Code:
  - 170(B)(1)(a)(vi) – Organization which receives a substantial part of its support from a governmental unit or the general public
  - 509(A)(2) – Organization that normally receives no more than one-third of its support from gross investment income and unrelated business income and at the same time more than one-third of its support from contributions, fees, and gross receipts related to exempt purposes

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- 509(A)(3) – Organizations operated solely for the benefit of and in conjunction with other exempt organizations, typically other public charities.
  - 509(a)(3) – Type I
  - 509(a)(3) – Type II
  - 509(a)(3) – Type III functionally integrated
2. Clearly define key measures and accountability standard, including key milestones; and
  3. Track and record long-term outcomes of program effectiveness and sustainable change.

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## Submissions

Nonprofit organizations seeking funding to implement community initiatives that align with the above guidelines should [submit an application](#) to be considered in this request for proposal.

**Please note:** Anthem Foundation is not accepting meetings or phone calls of inquiry and respectfully asks that all applicants follow the protocol as presented. Applicants will be contacted by the Anthem Foundation with the status of their submission.

