



**Perinatal Safe Zone: Supporting Healthier Pregnancies Together**  
**Request for Proposal: Application Questions**

The purpose of this Request for Proposals is to **support the establishment of a Perinatal Safe Zone in Central Texas**. Specifically, the goals are to:

- Encourage the establishment of activities that support the community conditions that lead to positive birthing outcomes (e.g. earning a [Perinatal Safe Spot designation](#)) in Central Texas,
- Support pre-pregnancy, prenatal, and postpartum activities likely to improve health outcomes for the populations of focus, and
- Support current and identifying new partners to contribute to the collective goal of eliminating materno-toxic zones.

Required Proposal Information

**1. Applicant organizational information:**

- a. Lead organization name
- b. Executive director/CEO name and contact information
- c. Project director name and contact information
- d. Mission

**2. Request:**

- a. Project title
- b. Requested amount
- c. Geographic focus
- d. Perinatal priorities alignment
- e. Other St. David's Foundation focus area alignment
- f. Proposal type

**3. Summary statement (200 words):** Summarize the perinatal priority/priorities, the approach (if applicable), the proposed project, and, if successful, the impact at the end of the grant.

**4. The perinatal priority (400 words):** Describe the perinatal health priority/priorities you propose to work on as you see, understand, or experience it. Likewise, describe the access barriers that get in the way. Why is working on this issue a fit for your organization and how is your organization positioned to be effective in making a difference?

**5. Priority population (500 words):** For the purpose of this RFP, the **population of focus** is women of reproductive age who are low-income and/or women of color due to their increased risk for lack of access to perinatal services and birth inequities. Describe the population(s) that will ultimately benefit from the work (quantify and qualify with specificity: who are they, where are they, how many?). Why have you prioritized this population and how will they benefit? Please articulate how the women and communities affected by the issues you have identified will inform: 1) your work and 2) how you would incorporate equity, diversity, and inclusion. If the proposal involves direct services or engagement, how will you reach them?

6. **What you propose to do (750 words):** Clearly describe your planning activities, proposed initiative, project, or program model. Provide a rationale, including data and evidence, to support why your approach is likely to impact the perinatal priority/priorities you identified with the populations you identified in the Central Texas ecosystem. **If part of a collaboration**, indicate your contribution to the work of the shared goals. Is the work or collaboration new or established?
7. **Collaboration (200 words):** If the project is part of a collaborative effort, list the collaborating entities and their roles in the project. Do these organizations have a history of collaborating with each other? If so, what outcomes have been achieved? This section should be the same across all the organizations participating in the same collaboration, please coordinate with your collaborators in advance of submission. **If not part of a collaboration**, please indicate *Not Applicable* in this section.
8. **Measuring effectiveness (150 words):** What will be different at the end of the grant? What are your proposed process and outcome indicators? If applying for a pilot or demonstration project, describe your evaluation framework.
9. **To complete the metrics goal, please download, complete, and attach the following form:**  
[Women's Health Perinatal Safe Zone Metrics](#)
10. **Incorporating equity (500 words):** Building a perinatal safe zone relies on convincing and equipping trusted ambassadors to disseminate culturally and linguistically appropriate messages to the population of focus. Describe how you are seeking input from people who represent the population of focus – including partnerships with community-based organizations, community leaders and people with lived experience – to inform the proposed work?
11. **Funding (75 words):** Who are the other funders and/or sources of revenue for this project, if any? (Please note amounts in the budget template.)
12. **Sustainability (200 words):** How do you plan to advance next steps or unfinished business after St. David's Foundation funding ends? How will you sustain impact?
13. **Attachments:**
  - a. Project budget (use template provided; include subcontract budget if applicable)
  - b. Metrics Goals Template
  - c. Current profit & loss and balance sheet for lead organization
  - d. Lead organization's Agency budget
  - e. Most recent audit or financial review of lead organization
  - f. Board list for lead organization
  - g. Key staff list for this project (from lead and collaborating organizations as applicable)
  - h. List of all collaborating entities, if applicable (use template provided)
  - i. Organizational diversity chart (use template provided)
  - j. 501 (c)(3) Certificate
  - k. Form 990
  - l. Letter from an authorized government official or IRS government affirmation letter (if a public entity)