



2025 ACCESS TO CARE – MATERNAL AND CHILD HEALTH HOME VISITING REQUEST FOR PROPOSALS (RFP)

ABOUT OBICI HEALTHCARE FOUNDATION

Obici Healthcare Foundation (OHF) is a private foundation established in 2006 from the sale of Louise Obici Memorial Hospital to Sentara Healthcare. Its mission is to improve the health status of the people living in its service area by responding to the medical needs of the indigent and uninsured and by supporting programs which have the primary purpose of preventing illness and disease. Based in Suffolk, Virginia, OHF serves the cities of Suffolk and Franklin; Isle of Wight County; Surry County, Sussex County; Southampton County and Gates County, North Carolina. The population is approximately 195,377.

BACKGROUND

All families need support systems to ensure health, stability and security. Many families have supports in place - friends, family and other community supports. However, many pregnant women and families with infants lack essential supports and can benefit from resources delivered through evidence-based home visiting models. Home visiting provides information, risk assessment, health programming and parenting support interventions as well as important connections to other social services such as WIC, transportation and mental health services.

Voluntary home visiting programs have shown significant returns on investment for infants and families. Research has shown:

- Improved pregnancy outcomes, including increased birthweights and reduced use of illegal substances prenatally and postpartum
- Decreased child abuse and neglect incidences
- Decreased infant mortality
- Long-term gains in cognitive skills among children
- Increased prenatal and postpartum check-ups
- Increased initiation and duration of breastfeeding



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PURPOSE

In 2023, the OHF Board of Directors approved a five-year strategy to improve prenatal and infant outcomes to reduce infant mortality. This strategy focuses on addressing health issues in pregnancy and early infancy to prevent death and disability and allow children to reach their full potential in life.

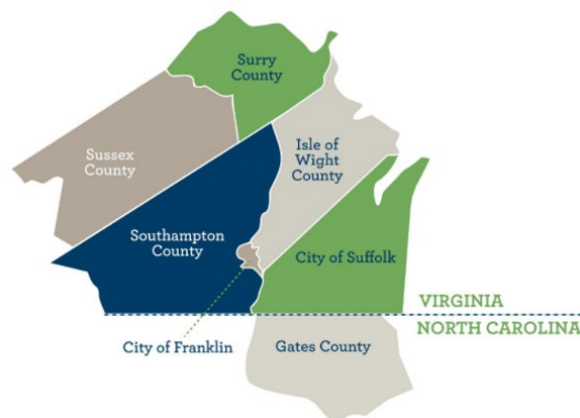
To achieve this, the Foundation aims to:

- Support home visiting programs that focus on improving outcomes related to pregnancy and the first year of life
- Work collaboratively to recognize the unique needs of women and families to reduce maternal health disparities

ELIGIBILITY

To be eligible for this funding opportunity, applicant organizations must:

- Be a nonprofit organization classified as tax-exempt under Section 501(c)(3) of the Internal Revenue Code or a government agency
- Be located in or serve communities or populations residing in the **Foundation's service area**



- Align with **Obici Healthcare Foundation's mission**
- Provide home visiting programming to women and infants within the **Foundation's service area**



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FUNDING GUIDELINES

Funds available through this program may be used for:

- Staff salaries and benefits (including home visitors and supervisors)
- Staff training and professional development
- Travel for home visitors to participants' homes (not for participants' travel)
- Supplies and materials related to home visiting
- Technical assistance (e.g., evaluation, communications, quality improvement)
- Expanding the referral network
- Outreach, enrollment, and retention activities
- Staff time and travel to attend Foundation-convened quarterly meetings

Funding will be available for up to three years and will be awarded on a competitive basis. Not all organizations applying will receive funding. Applicants should submit a budget that aligns with the scope of the project and clearly articulates how the budget supports necessary activities to reach their goal(s). Applicants may propose one, two, or three-year funding, depending upon their goals and objectives.

Funding may not be used for:

- Administrative or overhead fees
- Lobbying or political programs or events
- Activities that exclusively benefit the members of sectarian or religious organizations
- Organizations that discriminate by race, color, creed, gender, or national origin
- Research (Biomedical, clinical, or educational)
- Individual scholarships or patient assistance
- Direct support to endowments or annual funds
- Services already reimbursed by third-party payers
- Projects outside of the **Foundation's service area**

ADDITIONAL REQUIREMENTS

All organizations receiving grant funding through this program will be required to attend Foundation-convened, in-person bi-annual meetings beginning mid-2026. The purpose of these meetings is to share data and learnings to improve the quality and breadth of maternal and child health services in the region. Meeting dates will be announced after funding has been dispersed. Please include staff time, travel and



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mileage in the budget worksheet and narrative to accommodate staff attendance for in-person meetings. It is anticipated the meetings will be held in Suffolk, Virginia, or within a 45-minute drive and will be approximately two to three hours in length. An e-meeting option will be available, if necessary, to support the health and safety of attendees or if travel poses challenges.

REPORTING REQUIREMENTS

Grant recipients will be required to submit interim and annual reports. Reports will include but are not limited to progress on project goals and measurable outcomes outlined in the proposal narrative. Other requirements will be included in the grant agreement if funding is issued.

PROPOSAL APPLICATION DEADLINE

The proposal application deadline for Maternal and Child Health Home Visiting Grants is **Friday, October 31, 2025, by 2:00 P.M. E.T.** Proposal applications will **ONLY** be accepted using the Foundation’s online portal. In fairness to all applicants, late or incomplete proposal application submissions will not be considered.

IMPORTANT DATES AND DEADLINES

Maternal and Child Health Home Visiting Funding Cycle		
Proposals Deadline	Notification of Selection	Grant Start Date
October 31, 2025, by 2:00 P.M. ET*	January 28, 2026	March 1, 2026

* The Foundation **strongly encourages** interested organizations to connect with a Program Officer to discuss the alignment and feasibility of their organization’s request prior to submitting a proposal. Please schedule time to speak with Jessica with this link, <https://calendly.com/jmullenohf/mch> or via telephone at (757) 539 – 8810 to schedule a meeting.

REQUIRED PROPOSAL SUBMISSION AND ONLINE PORTAL

All applicants are required to submit a complete proposal using the Foundation’s online portal. The online portal is available at <https://obicihcf.org/how-to-apply/>. Please refer to the information below for options to access and/or create an online portal account:

- **If you (individual user) already have an account**, click on “Return Login” to access the online portal.
- **If your organization has previously applied for funding but you (individual user) do not have an account**, please contact Logan Wall, Grants Management



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and Administrative Assistant, at lw@obicihcf.org or via telephone at (757) 539-8810 for additional assistance.

- **If your organization has not previously applied for funding and you do not have an account**, click on “**Create Account & Apply Now**” to create an organizational and individual profile and access the online portal.

ONLINE APPLICATION MATERIALS AND REQUIREMENTS

Proposal Requirements

1. Proposal Cover Sheet.

- 2. Proposal Narrative** — Briefly address each question below. The proposal narrative should be no more than 15 double-spaced pages.
 - Describe how the program defines and enrolls the target population (for example, first-time mothers, after 28 weeks, etc.). Families to be served under this grant must be 200% or below the federal poverty level.
 - Indicate how many families your organization’s program(s) can serve at any one time. If your organization plans to serve additional families through receipt of this grant, please provide an estimate.
 - Describe:
 - Home visiting services to be offered.
 - Program staffing structure. This may be in narrative or visual form.
 - Describe professional development and/or training opportunities for program staff. Include any required and optional professional development opportunities. Explain how these opportunities contribute to the effectiveness of staff to implement the home visiting model effectively and with fidelity.
 - What community partnerships are currently in place to ensure adequate referrals to appropriate social services needed by families participating in home visiting programs (e.g., transportation, WIC, mental health services)?
 - Describe the referral process and existing opportunities to strengthen the referral network.
 - What is the current geographic reach of your organization’s program? Is your organization planning to reach additional geographic areas? If so, which geographic area will your organization reach? How will your organization extend support to these geographic areas?
 - Describe how home visiting services will be evaluated, including processes for participant feedback, via program surveys or other methods. Describe a plan for gathering participant satisfaction data.



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- 3. Budget Spreadsheet and Budget Narrative** — Download and complete the Budget Spreadsheet for your organization's request. The Budget Spreadsheet is available online. Download the Budget Spreadsheet; complete it; and submit with your application. Create and submit a Budget Narrative. This document should contain an explanation of and provide any details that clarify or describe the items in your Budget Spreadsheet. Submit the Budget Narrative as a Word document or PDF within the Online Portal in the designated attachment section.
- 4. Work Plan** — Create and complete a work plan. The workplan should include the activity, the timeframe the activity is to be completed within, person or position responsible and anticipated outcomes. This work plan will be updated and submitted as part of your organization's interim and final reports. (Applicants can utilize and update previously submitted workplans.)
- 5. Financial and Other documents** - Applicants must submit the following documents.
 - A. Most recent annual audit report.
 - B. A budget that details all existing funding sources for the home visiting program, including federal, state and local. Please list the source and the amount of funding received by the source annually.
 - C. Have recent federal or state funding cuts affected your organization's operations, programs, or services? If so, please describe how these cuts have impacted the home visiting program and to what extent.
 - D. Fundraising Form
 - E. Capacity Building Form

SELECTION CRITERIA AND REVIEW PROCESS

This funding opportunity is offered on a competitive basis. It is possible that not all applicants will receive funding. Successful applicants will:

- Provide a plan that outlines and ensures model fidelity of the program.
- Have an already engaged set of partners for referrals and provide additional partnership opportunities to expand the existing network.
- Provide a strong workplan and evaluation plan, including measures that demonstrate the impact and quality of the program.
- Propose a budget that aligns with anticipated reach and impact of the home visiting program.



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ADDITIONAL CONSIDERATIONS

The Foundation reserves the right to:

- Request additional information from any or all applicants.
- Conduct discussions with applicants to ensure full understanding of, and responsiveness to, the application requirements.
- Request modifications to a respondent's application prior to final award to ensure alignment of project elements with the core values, mission, and operating standards of the Foundation.
- Reject any or all applications submitted.

CONTACT

If you have questions about the Maternal and Child Health Home Visiting Request for Proposals, please contact Jessica Mullen, Program Officer, at jmullen@obicihcf.org, or via telephone at (757) 539 – 8810.