



P R E E C L A M P S I A

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*2009 Education & Awareness Grants Program  
Handbook and Application Materials*

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## **Program Overview**

### *Background*

In the spring of 2008, the Preeclampsia Foundation (“the Foundation”) conducted an on-line survey in which we gathered data regarding, among other things, the relationship between preeclampsia awareness and fetal outcomes. Tragically, we found that when a pregnancy did not go to term and the mother had not been informed about preeclampsia, she was twice as likely to lose her baby as those who had received information regarding preeclampsia symptoms. Almost half of all pregnant women do not receive information about preeclampsia during their pregnancies.

The Foundation does not, in any way, suggest that information alone will prevent preeclampsia. The disorder is too complex and there are too many personal stories that would belie such a claim. What we do state – unequivocally – is that knowledge is our best ally in the fight against tragic outcomes from preeclampsia at this time. Short of premature delivery, we have no other weapons at our disposal.

### *The Need*

The Foundation believes that an educated patient is an empowered patient. In addition, there are a number of professional and public education goals the Foundation has identified as part of its short-term objectives.

Now, in accordance with this objective, the Foundation is launching the Education & Awareness Grants program. The grants provide funding assistance for projects that support public education and awareness of the signs and symptoms of preeclampsia and other hypertensive disorders of pregnancy, as well as education or awareness activities that meet the Foundation’s other goals.

There are several important characteristics to this program. Initiative is expected on the part of individuals to generate the ideas and execute on the programs, although the Foundation may periodically issue specific Requests for Proposals (RFPs). Programs that are replicable and/or scalable are of greatest interest, as are novel ideas that stand to teach us something new. Finally, grantees are expected to actively participate in “knowledge transfer” activities, sharing their learnings, helping to replicate successful programs, and provide support for other grantees. This may happen via annual meetings, webinars, teleconferences, newsletter or other venues.

This Handbook details the application process, eligibility and selection criteria, as well as an overview of sample projects, a list of available resources to provide assistance with project development and implementation. The Foundation is open to consideration of other project ideas. Limited technical assistance is available if requested.

### *About the Preeclampsia Foundation*

The Preeclampsia Foundation is a U.S.-based 501(c)(3) non-profit organization established in the year 2000 to fund and drive research, raise public and professional awareness, and provide support and education for those whose lives have been touched by preeclampsia and other hypertensive disorders of pregnancy. Its mission is to stop preventable death and disability of mothers and babies by eliminating delays in diagnosis, implementing the best known practices, developing new practices, and helping women and their families through the impact of preeclampsia.

### *Goals of the Education & Awareness Program*

- To increase public awareness about preeclampsia as a common and serious disorder of pregnancy;
- To help ensure all pregnant women know the signs and symptoms of preeclampsia and other hypertensive disorders of pregnancy;
- To promote community and individual support for the Preeclampsia Foundation;
- To increase consistency and effectiveness of health care providers' patient education programs; and
- To fund innovative research projects that can have measurable impact on patient education, health services, health outcomes, or the education goals of the Foundation.

### *Local & National Program Funding*

The Foundation may issue Requests for Proposals (RFPs), and accepts grant proposals and allocates funding both for:

- Demonstration projects or scalable programs to be developed by individuals for their local regions.
- National programs to be developed by the Foundation's work groups, committees or members for application in the US and Canada, primarily, but possibly in other countries.

Grant proposals are not accepted for fundraising events.

## ***Program Ideas***

- Sponsor education booths at women's health fairs or baby fairs
- Develop a targeted outreach campaign for teens, Hispanics, or others distinct high risk audiences
- Coordinate with hospital's health fair to sponsor a speaker and education booth
- Coordinate with local American Heart Association to sponsor a speaker at one of their Red Dress luncheons or other events, along with patient education materials.
- Host a media seminar, inviting reporters to lunch and to learn about the issues
- Produce women's education event, with a notable speaker and entertainment
- Partner with local media to develop a public service campaign

Your ideas welcome here...

## **Guidelines & Application Instructions**

### *Available Funding*

In 2009, a total of \$10,000 is available for grants to provide funding for projects that support the PF's education and awareness campaign. The sum of all project costs cannot exceed \$3,000 per grant. Special exceptions may be made for larger grants and that would undergo stricter oversight. The PF will evaluate and track all projects.

### *Who May Apply?*

Individuals who have registered with the Preeclampsia Foundation are eligible grant recipients. Collaborations with other health associations and/or public agencies is encouraged.

### *Evaluation Criteria*

All proposals will be evaluated on the following criteria, looking for the highest Return on Investment (ROI). It is not necessary that a project address *every one* of these criteria:

- Direct impact on supporting PF Education Grants program goals
- Clarity of objectives and action plan
- Feasibility of project to produce measurable data or results
- Understanding of and maximum reach to target audience
- Growth potential (scalability) of project and/or collaboration with partnering organizations
- Potential cost of replicating the project in other locales
- The potential to increase the number of donors, and giving levels
- The potential to improve donor retention via satisfaction
- Research, administrative or educational merit
- Specific and reasonable timeframes
- Appropriateness and efficiency of budget
- Involvement of other credible entities (hospitals, professional organizations, etc.)

### *What We Don't Fund*

Only those expenses deemed appropriate for use of grant funds will be considered for support. Funding is not available for:

- Fund-raising, including Awareness Walks
- Commercial (for-profit) enterprises or activities
- Cash reserves and endowments
- Construction, purchase, or renovation of facilities
- Subgranting or regranting
- Promoting religious activity
- Any activity that violates local, state, or federal laws
- Staff salaries and/or other benefit expenses
- Ongoing general operating expenses, including overhead
- Capital purposes (purchasing, remodeling, or equipping and furnishing facilities)
- Advertising campaigns (media buys)
- Lobbying activities

### *How to Apply*

All applicants should first submit a Request for Consideration via email to ensure the basic concept is on track with the Foundation's goals for this program. This will prevent unnecessary preparation on the part of the applicant if the program is not appropriate for consideration. Once approved, a full application must be submitted.

Grant applicants should submit their requests electronically, attaching the completed application as a PDF document to an email addressed to [eleni.tsigas@preeclampsia.org](mailto:eleni.tsigas@preeclampsia.org). Grant applications are also accepted through the mail if internet access is not available by mailing the completed application to:

Preeclampsia Foundation  
5353 Wayzata Blvd, Suite 207  
Minneapolis, MN 55416  
Attn: Education & Awareness Grants

The following materials are required for grant consideration and will not be returned:

- One copy of the completed application including
  - Title Sheet (Attachment A)
  - Narrative (Attachment B)
  - Budget (Attachment C)
- Supporting documentation, if applicable
- Letter(s) of support for collaboration from each participating organization, if applicable
- Applicant Agreement, signed

### *Deadlines & Selection Process*

Grants will be awarded biannually. The Board of Directors meets twice annually to approve recommendations made by the Education Grants Review Committee, in April and September. All proposals should be submitted *no later* than six weeks prior to the review date (Feb. 15 and July 15, respectively) to be considered for funding. Any proposals arriving after the deadline will not be reviewed until the next session. Incomplete, handwritten, or late applications will not be considered.

The Board *will* consider proposals outside of the bi-annual timetable if the timing for the project or its proposed funding requires more urgent action. The Board has the discretion to consult outside sources or experts for the review of proposals. All applicants will be informed of results by the end of the month following the applicable deadline.

### *Conditions & Reporting Requirements*

- Grant recipients will publicly identify the PF's contribution.
- Grant recipients will be required to give permission for the Foundation to publicize the program(s) and announce grant recipients in Foundation publications and other media outlets.
- Applicants are required to sign Applicant Agreement (attached).
- Grant recipients will be required to submit a brief summary of the progress of the project and provide a results report and financial summary at the end of the grant period. Due dates will be determined upon approval of grant. In addition, program directors may be asked to attend an Annual Meeting to present their results and/or participate in other knowledge transfer activities (e.g, webinars, teleconferences). Reporting form is attached.

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## ***Required Forms***

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## ***Request for Consideration***

Prior to submitting a full grant application, copy and paste the following information into the body of an email and send to [eleni.tsigas@preeclampsia.org](mailto:eleni.tsigas@preeclampsia.org). Upon approval, complete the application found on the next few pages.

### ***Request for Consideration: Education & Awareness Grant Proposal***

Contact Name:

Title:

Organization Name: (if applicable)

Street Address:

City, State, ZIP:

Phone:

Fax:

Email:

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Project Title:

Amount Requested (estimate): \$

Proposed date(s) of event or program:

Project Description (a brief summary outlining the project, no more than 150 words):



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## Education & Awareness Grant Application

The Education & Awareness Grants Program provides funding for implementation of activities that support the Preeclampsia Foundation’s education and awareness goals and objectives. All blanks must be completed and required documents attached for this request to be considered. Additional pages may be attached, with a total of no more than 8 pages, including this title page. Any relevant letters of support may count as additional pages.

### *Attachment A – Title Page & Applicant Information*

Request Date: \_\_\_\_\_ Name: \_\_\_\_\_

Street Address: \_\_\_\_\_ City, State, ZIP: \_\_\_\_\_

Phone: \_\_\_\_\_ Contact Name/Project Manager: \_\_\_\_\_

Fax: \_\_\_\_\_ Title: \_\_\_\_\_

Email Address: \_\_\_\_\_

Project Title: \_\_\_\_\_

Total Project Period (inc. start/end dates): \_\_\_\_\_

Target Audience (The audience or group(s) you plan to target, including demographics and quantity):

\_\_\_\_\_

Event or Program Setting:

Community-wide    Neighborhood Clinic    Health Department    Other (describe):

\_\_\_\_\_

Total Amount Requested: \_\_\_\_\_ Total Project Budget: \_\_\_\_\_

Collaborations (List the names and contacts of any community and/or other groups collaborating with you on your project and attach letters of support from the organizations, if applicable):

| Name | Title | Phone/Email | Organization |
|------|-------|-------------|--------------|
|      |       |             |              |
|      |       |             |              |
|      |       |             |              |

How will you measure your project’s effectiveness? (Check as many as apply)

Newspaper clippings; television appearances    Number of events  
 Number of participants/attendees    Other ways (please describe):

## *Attachment B – Narrative*

Your narrative should be limited to 3 pages or less and include:

- a. **Problem:** A brief description of the problem the project proposes to address and evidence of its importance. Statement of how project addresses the Foundation’s education goals, benefits patients or communities served by the Preeclampsia Foundation.
- b. **Project Description:** Describe the components of the project, implementation strategies and activities, and what collaborations will ensure its success. If this is a research project, provide components of the methodology. If applicable, describe how the project’s results will be disseminated or used.
- c. **Objectives and Outcomes:** A statement of the project’s principal objectives and expected outcomes. If this is an expansion or enhancement of an existing program, include the program’s historical results. Discuss the qualifications of the proposed institution and principal personnel to implement the project.
- d. **Timeline:** Provide outline of project phases with benchmarks for each major milestone.

### *Attachment C - Budget*

State how much money you are requesting and describe in detail how the money will be used (i.e., office supplies, telephone, postage, printing, etc.). Please note the Grant Guidelines and Instructions “Use of Grant Funds” section regarding expenses ineligible for funding. Total budgets cannot exceed \$3,000. Also include a list of names of all other funding sources from whom you have requested financial support for this proposal, date of request(s), funding amount(s) requested and anticipated time of award(s). Indicate any important status information as it applies.

Budget details:

## ***Applicant Agreement***

Please read and sign the following:

In the event that I receive a grant from the Preeclampsia Foundation (“the Foundation”), I understand that approval from the Board of Directors of the Foundation will be necessary for any substantial changes in the content, budget or location of the project described in this application.

In addition, I acknowledge that I will be required to participate in an informal teleconference with the Foundation staff prior to my submission. I understand that I may be asked to present results in the form of a presentation/report to the Foundation Board of Directors and other Foundation members possibly at the Preeclampsia Foundation’s Annual Meeting or via teleconference to keep the membership informed about the projects funded by the Foundation.

In the event that I am approved for a Education & Awareness Grant, I acknowledge my responsibility to submit a final report to the Preeclampsia Foundation and quarterly or semi-annually progress reports (if necessary) according to the dates that are stated in my awards form.

In the event that my research/project results in a publication, I acknowledge my responsibility to state the following: “This project was funded [in part] by a grant from the Preeclampsia Foundation.”

The Preeclampsia Foundation is aware that patentable inventions may result from research supported by the Foundation. In the event that the host institution receives royalties from licensing, sale or commercialization of Investigator Invention, then the Foundation and Host Institution agree to negotiate in good faith for the Foundation to receive a reasonable share of royalty stream.

Name (please print) \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

# Progress Report

All applicants who receive funding for their respective projects must provide a final report within 60 days after the completion of the project and quarterly, semi-annual or annual reports as deemed appropriate by the Grants Committee.

Grantee: \_\_\_\_\_ Grant Project: \_\_\_\_\_

Street Address: \_\_\_\_\_ City, State, ZIP: \_\_\_\_\_

Phone: \_\_\_\_\_ Contact Name/Project Manager: \_\_\_\_\_

Fax: \_\_\_\_\_ Title: \_\_\_\_\_

Email Address: \_\_\_\_\_

Amount of Grant: \_\_\_\_\_

Reporting Period: \_\_\_\_\_

| Report Type | Quarterly                | Semi-Annual              | Annual                   |
|-------------|--------------------------|--------------------------|--------------------------|
|             | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

*Your progress Report must address the following 5 questions and should refer to the reporting period described above.*

1. Describe your grant project activities throughout the reporting period.
  - A. Report on the success in achieving major project milestones.
  - B. Comment on the extent to which you have progressed by providing **both the original and revised project objectives** and explain the reason for any change(s), including budget.
2. Report on the project's outcomes to date.
  - A. Describe any communications and sharing of results from your grant project through the reporting period.
  - B. If applicable, describe how the project's results will be disseminated or used.
3. Comment on the sustainability of the grant project after the grant period, specifically, any recent developments in maintaining or expanding the project or portions of it in the longer term.
4. Include any additional comments, including your ability to attend the Foundation's Annual Meeting to present your results, or other ideas for knowledge transfer.

Please include this signed Form as the cover page to your Progress Report.

\_\_\_\_\_  
Signature, Grant Project Coordinator

\_\_\_\_\_  
Date

## *Where to Send*

Preeclampsia Foundation  
5353 Wayzata Blvd., Suite 207  
Minneapolis, MN 55416

Please call (800) 665-9341 for questions about the process. The fax number is (973) 252-8096.