

# **CAMPUS -COMMUNITY-PRECONCEPTION PEER EDUCATOR FUNDRAISING KIT**

***FOR USE BY PPEs AND OTHER YOUNG PROFESSIONALS WHO  
PARTICIPATE IN CITY-SPECIFIC TASK FORCES FOR INFANT MORTALITY  
PREVENTION***

DEVELOPED BY HEALTH EQUITY INITIATIVE

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## How To Use This Kit

Fundraising is an important skill and activity for all types of programs to be sustainable. Included in this kit are **sample fundraising letters and scripts for pitching your program over the telephone or email**. In addition, sample foundations are listed for each city, which have an interest in funding projects aligned with the goal of your city-specific infant mortality taskforce/network. This kit is a starting point for your fundraising activities, but don't stop here! There is a lot more that you can do as you learn to tailor your fundraising activities to your specific location and project needs.

One strategy you can use is **to research local business and their areas of interest** in supporting communities or their preferred areas of social responsibility. This research can be done online, over the phone, or in-person. When researching businesses online, it helps to look in less obvious areas of their website, such as at the bottom of their website for the small print that may say “corporate giving” or “corporate responsibility” or “company information”. Once you find this area of their website, then check to see the company's preferred topics of interest. If the company's funding interests are aligned with your project then look on for more details such as application process, deadlines, etc. and most importantly contact information. If possible, it's always better to have a brief conversation with staff members in charge of corporate giving to learn directly from them about their funding priorities and what they look for in a request for funds.

Another strategy is **to research foundations and other grant-makers** whose interests align with your project's goal. One great resource for this purpose is the Foundation Center, which is the world's leading source of information on philanthropy, fundraising, and grant programs: <http://foundationcenter.org/>. The Foundation Center has a wonderful online database where you can search grant-makers according to their topic of interest, location of interest and other criteria. Check with your college/university or local public library to find out if they have a subscription to the Foundation Center's online database. You can view and/or listen to Foundation Center workshops here: <http://foundationcenter.org/events/archive/> and here: <http://foundationcenter.org/getstarted/training/online/>. Their workshops focus on different fundraising strategies and may help you continue to develop skills in this area. Another great resource is the Grantmakers in Health (GIH) website (<http://www.gih.org>), which lists many grant making organizations. The direct link to the Foundation's listing is: [http://www.gih.org/link\\_no\\_cat2664/link\\_no\\_cat.htm](http://www.gih.org/link_no_cat2664/link_no_cat.htm). Although GIH does not provide assistance in finding grants, their website may help you to locate funders in your area.



When researching potential grant-makers, you want to look for:

- Grant-makers who give money to the topic area of your project
- Grant-makers who give money to the geographic area that you are in
- Grant-makers who give money for the priority population that your project focuses on
- Grant-makers who have given money recently (with the hard economic times, some grant-makers have limited or stopped giving money)
- Grant-makers who have given money to similar organizations/similar causes/similar projects
- Grant-makers with upcoming deadlines for letters of interest (LOI)

What makes you (the infant mortality taskforce/network) attractive to a company?

- If you share an audience and a constituency
- If you are visible and recognizable within your community-and if you have a big audience (will you have a big event that brings together a large number of people? -ie golf tournament, fashion show)
- How quickly you can get information about the sponsoring corporation on your website and your materials—they want quick acknowledgement
- How easily you can increase their brand visibility
- If you can benefit their employees—how can you enhance the lives of their employees? Do they have employees from the communities you are working in? Are you doing anything to make their communities better— ie beautifying the neighborhood, making it safer, healthier etc. Can you provide their employees with volunteer opportunities?
- Can you offer any connections to the company? Are you connected to local politicians, community leaders that would see the company's name at an event?

What makes you (the infant mortality taskforce/network) attractive to a foundation/grantmaker?

- If you have developed a broad coalition including different kinds of organizations – as this speaks about the significance of your efforts
- A strong strategic connection with the grantmaker's funding priorities
- How solid is the structure of the organization that will be receiving the grant (if your task force is not incorporated as an actual nonprofit corporation, you would need to identify an organization or university from your task force/group that has tax-exempt status and will be receiving the grant/act as the grant administrator/manager on behalf of the group)
- A well-designed proposal which links all key elements/ to your plan's goals and objectives
- A strong evaluation plan
- The reputation of task force members involved in advocating for funds via telephone calls or in – person meetings
- Your success record as it relates to other efforts for infant mortality prevention



Additional Resources:

- Guide to Funding Research: <http://foundationcenter.org/getstarted/tutorials/gfr/>
- Proposal Writing Short Course: <http://foundationcenter.org/getstarted/tutorials/shortcourse/>

Online Fundraising Tools:

- <http://www.igive.com/>
- <https://www.justgive.org/>
- <http://www.rokethub.com/>
- <http://www.kickstarter.com/>



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## SAMPLE FUNDRAISING LETTER

Return Address (or on letterhead)

Name  
Address  
City, State Zip  
Phone Number  
Email address

Addressee: Name  
Address  
City, State, Zip

Dear *Name of Individual/Sponsor/Organization*

Each year, the Office of Minority Health Resource Center (OMHRC) continues to raise awareness about infant mortality as an effort to reduce U.S. rates and health disparities among racial and ethnic minorities. Infant mortality is actually still a big problem in the United States as the United States ranks number 41, behind most industrialized countries on infant mortality. Furthermore, infant mortality rates among African American babies are more than twice as high as those of the general population. Many of the causes of infant mortality are preventable, and the Preconception Peer Educators (PPE) program of the OMHRC is an invaluable resource for providing community outreach and education in an effort to prevent babies from dying.

As approximately 50% of all pregnancies are unplanned, it is imperative to provide preconception health (a comprehensive set of health behaviors and medical counseling – including eating health, undergoing routine medical check-ups, exercising, managing stress, etc - that has been linked to improved health outcomes) information to at-risk communities, so that they can reduce their risk of infant mortality, by making timely, informed decisions about their reproductive futures.

The Preconception Peer Educators program continues to educate college-age populations and graduate students on the risks attributed to infant mortality by training minority students as peer educators and providing them with materials, activities and exercises to train other student's and spread the information throughout local communities. In an effort to increase community engagement around this issue, as part of the PPE program, infant mortality task forces have been developed, including participants from multiple sectors e.g. local department of health, nonprofit organizations, local businesses in 4 pilot cities, including ours: Charlotte, Nashville, Jacksonville and Los Angeles. Continued education and awareness on this important health issue are essential in decreasing the rates of infant mortality, nationally and globally, starting in one city at a time. We are pleased to be included in this initiative and be part of the (add City NAME) Task Force for Infant Mortality Prevention.



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Your contribution can help us implement effective training programs for the preconception peer educators program, and also support community outreach efforts by our Task Force for Infant Mortality Prevention. Because of the generosity of organizations like yours, we can increase awareness and community action on this important issue, and in the long-term, reduce infant mortality rates and be one step closer to reducing health disparities among minority populations. With your help many lives will be changed for the better.

I wish to thank you in advance for your generous support! Your help is greatly appreciated. Please contact \_\_\_\_\_ at \_\_\_\_\_ (Please note that the organization that receives and administers donations on behalf of the task force need to have a tax-exempt status, so this would need to be discussed by different task force members) to donate or for any questions or concerns.

Sincerely,

**ADD SIGNATURE/TITLE WITHIN PARTNERSHIP/AFFILIATION**



## FACT SHEET

### Background Information

- Infant mortality is the death of an infant before his or her first birthday (CDC)
- Infant mortality is one of the most important indicators of the health of a nation - as well as progress towards health equity - as it is associated with a variety of factors such as maternal health, quality and access to medical care, socioeconomic conditions, and public health practices. (CDC)

### General Statistics

- The U.S. infant mortality rate is higher than those in most other developed countries, and the gap between the U.S. infant mortality rate and the rates for the countries with the lowest infant mortality appears to be widening. (data from the CDC)
- In 2011, the United States ranked 41st in the world in infant mortality (data from WHO)
- African Americans have 2.3 times the infant mortality rate as non-Hispanic whites. They are three times as likely to die as infants due to complications related to low birth weight as compared to non-Hispanic white infants.
- African Americans had twice the sudden infant death syndrome mortality rate as non-Hispanic whites, in 2008.
- African American mothers were 2.3 times more likely than non-Hispanic white mothers to begin prenatal care in the 3rd trimester, or not receive prenatal care at all.
  - The infant mortality rate for African American mothers with over 13 years of education was almost three times that of Non-Hispanic White mothers in 2005.
    - These differences may relate in part to differences in risk factors for infant mortality such as preterm and low birth weight delivery, socioeconomic status, access to medical care, etc. However, many of the racial and ethnic differences in infant mortality remain unexplained.
      - <http://www.cdc.gov/nchs/data/databriefs/db09.htm>
      - <http://minorityhealth.hhs.gov/templates/content.aspx?ID=3021>

### Data by State:

#### California

- There are 5.2 deaths per 1000 live births in California, compared to 6.8 deaths per 1000 live births in the US, from 2005-2007. In 2008, California had 10% of infant deaths in the US.
  - Non-Hispanic blacks had an infant mortality rate of 11.2; Non-Hispanic whites had a rate of 4.7.

#### Tennessee

- There are 8.6 deaths per 1000 live births in Tennessee, compared to 6.8 deaths per 1000 live births in the US, from 2005-2007. In 2008, Tennessee had 2.5% of infants in the US.
  - Non-Hispanic blacks had an infant mortality rate of 15.3; Non-Hispanic whites had a rate of 6.9.





#### North Carolina

- There are 8.5 deaths per 1000 live births in North Carolina, compared to 6.8 deaths per 1000 live births in the US, from 2005-2007. In 2008, North Carolina had 2.8% of infant deaths in the US.
  - Non-Hispanic blacks had an infant mortality rate of 15.2; Non-Hispanic whites had a rate of 6.4.

#### Florida

- There are 7.2 deaths per 1000 live births in Florida, compared to 6.8 deaths per 1000 live births in the US, from 2005-2007. In 2008, Florida had 5.9% of infant deaths in the US.
  - Non-Hispanic blacks had an infant mortality rate of 12.9; Non-Hispanic whites had a rate of 5.7.

All state data: Statehealthfacts.org:

<http://www.statehealthfacts.org/comparemaptable.jsp?ind=47&cat=2>

#### Data by City:

##### Los Angeles, CA

- There are 4.9 deaths per 1000 live births in Los Angeles County, compared to 6.9 deaths per 1000 live births nationally in 2009
  - African American had an infant mortality rate of 11.6 per 1000
    - <http://publichealth.lacounty.gov/docs/keyindicators.pdf>

##### Nashville, TN

- There are 7.7 deaths per 1000 live births in Nashville in 2009, compared to 6.7 deaths per 1000 live births in 2008. In 2009, over half the infants who died were non-Hispanic blacks.
  - The non-Hispanic white infant mortality rate in 2010 was 6 deaths per 1000 live births and non-Hispanic black rate was 13.3.
    - <http://health.nashville.gov/HealthData/MortalityMain.htm>

##### Charlotte, NC

- In 2008, 53% of infant deaths were Non-Hispanic blacks, compared to 36% who were Non-Hispanic whites
  - <http://charmeck.org/mecklenburg/county/HealthDepartment/HealthStatistics/Pages/Mortality.aspx>

##### Jacksonville, FL

- There are 9.7 deaths per 1000 live births in Duval County, compared to 7.2 deaths per 1000 live births in Florida in 2008
  - Blacks have a rate of 13.9 per 1000 live births compared to 7.1 per 1000 live births for White women in 2008
    - [http://www.dchd.net/images/stories/pdf/TrendsInPublicHealth\\_2.pdf](http://www.dchd.net/images/stories/pdf/TrendsInPublicHealth_2.pdf)



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## POTENTIAL FUNDERS SAMPLE LIST

The examples provided here should be used primarily as a sample framework for a database of potential funders you may identify. You should conduct your own research to develop a list of local grantmakers or local business with an interest in supporting public health, children-related, and/or community-based projects. You should always attempt to find out whether the foundation/corporation prefers to be contacted via email or phone. Please include this information in your database (along with a list of recent grants they may have issues or efforts they may funded). An introductory phone call is always the best way to start establishing a relationship, and to learn about the grantmaker's priorities and interests. If an organization ends up not being a good match, you can always try to ask them for suggestions/leads as grantmakers know about each other's work, and may help you identify potential funders.

### LOS ANGELES, CA

#### **Weingart Foundation**

1055 W 7th St, Ste3200  
 Los Angeles, CA 90017  
 Fred J. Ali, CEO & Pres  
[info@weingartfnd.org](mailto:info@weingartfnd.org)  
 213-688-7799  
[www.weingartfnd.org](http://www.weingartfnd.org)

The Weingart Foundation is a private, nonprofit grant making foundation that seeks to build better communities by providing assistance to people in need. The Foundation gives highest priority to activities that provide greater access to people who are economically disadvantaged and underserved, particularly interested in addressing the needs of low-income children and youth, older adults and people affected by disabilities and homelessness. The foundation authorized grants of more than \$910 million to support a variety of Southern California social services, educational and community programs.

#### **California Pizza Kitchen Foundation**

6053 W Century Blvd, 11th floor  
 Los Angeles, CA 90045  
 Sara Goldsmith Grover, Pres.  
 (310) 342-5000  
<http://www.cpk.com/company/community-relations/>

California Pizza Kitchen Foundation was founded in 2000 with the goal of making a real difference in the communities they serve. The foundation supports numerous children's charities and has contributed thousands of dollars of in-kind donations to various organizations, including many that serve children in need.



**Los Angeles Brotherhood Crusade, Inc.**

200 E. Slauson Ave.

Los Angeles, CA 90011-5326

[bcinfo@brotherhoodcrusade.org](mailto:bcinfo@brotherhoodcrusade.org)

(323) 846-1649

<http://www.brotherhoodcrusade.org/>

Founded in 1968, the Brotherhood Crusade's principal mission is dedicated to building and sustaining an institution that raises funds and resources from within the community and distributes those funds directly back into the community. Brotherhood Crusade has a history of building alliances with other organizations, corporations and foundations of goodwill that are committed to and understand the tremendous need for helping our community and people grow and prosper.

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**NASHVILLE, TN**

**Baptist Healing Hospital Trust**

1919 Charlotte Ave., Ste. 320

Nashville, TN 37203-2243

Kristen Keely-Dinger

[info@healinghospital.org](mailto:info@healinghospital.org)

(615) 284-8271

[www.baptisthealingtrust.org](http://www.baptisthealingtrust.org)

The Baptist Healing Trust is a private foundation, created in 2002, whose mission is to further the world of non-profit agencies providing health services to vulnerable populations in Middle Tennessee. From 2002 to June 2011, the Baptist Healing Trust has awarded almost \$55 million dollars in grants.

**Brownlee Currey Foundation**

414 Union St.

Nashville, TN 37219-1757

Judy Coley

(615) 749-3427

The Brownlee Currey Foundation was established in 1967, giving primarily in IL, NY and TN. This foundation gives primarily for the arts, education, health and human services, recreation and community development. The total giving for this foundation has been \$116,450.

**The Frist Foundation**

3100 West End Ave., Ste. 1200

Nashville, TN 37203-1348



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Peter F. Bird, Jr., C.E.O. and Pres.

[askfrist@fristfoundation.org](mailto:askfrist@fristfoundation.org)

(615) 292-3868

[www.fristfoundation.org](http://www.fristfoundation.org)

Established in 1982, The Frist Foundation is dedicated to sustaining and improving the quality of life in Nashville, Tennessee. In 2012, the Foundation will also continue its special interest in agencies serving vulnerable people, and to support efforts by nonprofit organizations to develop new sources of earned revenue and improve their management and technological infrastructure.

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## CHARLOTTE, NC

### **The Bank of America Charitable Foundation, Inc.**

401 N. Tryon St., NC1-021-02-20

Charlotte, NC 28255-0001

Telephone: (800) 218-9946

[http://about.bankofamerica.com/en-us/global-impact/find-grants-sponsorships.html#fbid=7e9\\_tgUWS5l](http://about.bankofamerica.com/en-us/global-impact/find-grants-sponsorships.html#fbid=7e9_tgUWS5l)

The Bank of America Charitable Foundation, Inc. to support high-impact initiatives, organizations and the development of visionary leaders. Last year, the Bank of America Charitable Foundation contributed over \$200 million to address critical issues facing our neighborhoods and communities.

### **McColl Foundation**

100 N. Tryon St., Ste. 5120

Charlotte, NC 28202-4032

Jane McColl Lockwood, Pres.

(704) 388-2424

The McColl Foundation was established in 1996 in North Carolina and gives primarily in North Carolina with an emphasis on Charlotte. The types of support that this foundation has participated with are: annual campaigns, building/renovation, general/operation support and scholarship funds. This foundation is interested in community and economic development, education and foundations in communities.

### **United Way of Central Carolinas, Inc.**

301 S. Brevard St.

Charlotte, NC 28202-2317

[info@uwcentralcarolinas.org](mailto:info@uwcentralcarolinas.org)

(704) 372-7170

[www.uwcentralcarolinas.org](http://www.uwcentralcarolinas.org)

The United Way of Central Carolinas, Inc.'s mission is to create lasting change for those most in need, through



strategic community philanthropy. At its core, United Way is about neighbors helping neighbors – the very act of giving creates community. At its core, United Way is about neighbors helping neighbors – the very act of giving creates community. In 2010-2011, United Way has invested \$4,737,809 to children and youth, which is 29% of their investments.

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## JACKSONVILLE, FL

### Mayo Clinic

Mayo Clinic Community Relations  
 c/o Zenja Key [key.zenja@mayo.edu](mailto:key.zenja@mayo.edu)  
 Public Affairs  
 4500 San Pablo Road  
 Jacksonville, FL 32224  
<http://www.mayoclinic.org/community/florida.html>

Administrator, Community Relations: Michelle Leak  
[leak.michelle@mayo.edu](mailto:leak.michelle@mayo.edu)  
 904-953-2146

Mayo Clinic is dedicated to improving the quality of life in the Jacksonville region by conducting research, educating underserved communities, participating in and sponsoring community events and providing specialty medical consultations to those in need. Each year, Mayo sponsors about 30 events and more than 740 Mayo employees volunteer in community activities. The mission of the Community Giving Committee is to address un-met or underfunded community needs in the areas of healthcare, education, research, diversity, and equality of opportunity.

### Blue Cross Blue Shield of Florida Foundation

4800 Deerwood Campus Pkwy., DC 3-4  
 Jacksonville, FL 32246-6498  
 Susan B. Towler, V.P.; Susan F. Wildes, Asst. Dir.  
[thebluefoundationfl@bcbsfl.com](mailto:thebluefoundationfl@bcbsfl.com)  
 (800) 477-3736, ext. 63215  
[www.bluefoundationfl.com](http://www.bluefoundationfl.com)

Blue Cross and Blue Shield of Florida Foundation, Inc., is the philanthropic affiliate of Blue Cross and Blue Shield of Florida. The mission of the Blue Cross and Blue Shield of Florida Foundation is to improve the health and well-being of Floridians and their communities. The Foundation will accomplish its mission through strategic grant-making in five focus areas: improving access to health care, consumer health, quality and safety of patient care, quality of life and the health care system.



**100 Black Men of South Florida, Inc.**

P.O. Box 530275

Miami Shores, FL 33153-0275

[info@100blackmensf.org](mailto:info@100blackmensf.org)<http://100blackmensf.org/>

The organization works to improve the quality of life for the south Florida community and to enhance educational opportunities for all African-Americans within the community. 100 Black Men of South Florida, Inc.'s total giving is \$13,750.

**The Tine W. Davis Family – W.D. Charities, Inc.**

1910 San Marco Blvd

Jacksonville, FL 32207-3204

Contact: T. Wayne Davis, Pres. and Sec.-Treas.

(904) 398-3986

Incorporated in 1950 in Florida, giving is limited to the southeastern U.S. with emphasis on Florida. This organization gives primarily for children's services' funding also for education, health organizations and human services. Total giving has been \$546,786.



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### TIPS ON HOW TO FUNDRAISE

1. Share and discuss the fundraising objectives, tools, and procedures with everyone involved with your PPE and/or Task Force teams
2. Make sure to assign specific roles and responsibilities to a good number of team members
3. Base your appeal to funders on benefits, not needs. Emphasize to the funder what they will be getting out of donating to this cause and program. The intangible benefits such as the opportunity to contribute to lowering infant mortality rates/saving babies' lives in their cities, and the tangible benefits such as thank you cards, visibility within their community or among their customers, or some other token of thank you
4. When sending a letter to foundations, include a statistics sheet and personalize it to the city or state that the foundation resides in
5. For funders that respond and donate to this program, remember to send thank you letters
6. Send out newsletters or emails to local organizations, make them aware of the issues at hand and that they can help. Also newsletters and emails serve as reminders to these organizations and foundations about the issues as well as their need to respond, if they have forgotten
7. Along with the letter of inquiry, a budget for the program as well as the curriculum vitae of key personnel should be included (this detailed information is not required for all letters of inquiry)



### Sample Phone Script #1

Hello, my name is [first name] and I work with the Preconception Peer Educators program of the Office of Minority Health Resource Center to raise awareness about infant mortality. If you have a few minutes can I tell you more about the Preconception Peer Educators Program and our multi-sectoral (CITY NAME) Task Force for Infant Mortality Prevention?

[If no, ask for a more convenient time]

This program is part of a national campaign to raise awareness about infant mortality and the high rates among African Americans. As part of the program, we have also developed task forces and networks nationally including your city. As a Peer Educator, I went through a comprehensive training on preconception health, infant mortality, and health disparities. We are developing educational outreach activities to raise awareness about infant mortality in our community. Our programs are starting off focusing in select cities with very high infant mortality rates, such as (city). Did you know that (city) has very high infant mortality rates? I'm sure you agree that it's important that community members know about our major health issues, right? We have now partnered with (add names of key organizations that are part of your city-specific task force) to create a task force on infant mortality prevention that is specific to your city. Our community outreach activities aims to encourage the adoption of preconception health and care ((a comprehensive set of health behaviors and medical counseling – including eating health, undergoing routine medical check-ups, exercising, managing stress, etc - that has been linked to improved health outcomes) among women of childbearing age and sexually active men. Many studies show that preconception health can have a positive impact on birth outcomes. We need everyone to participate to make a difference in the lives and health of our babies!

I'm calling today to encourage you to help make a difference in your city to decrease the infant mortality rates. It's important to have foundations, like yours, support our cause and help us with the resources to train educators as well as raise community awareness of this issue. Can I count on your support to donate or provide other resources for community events? Your contribution in support of these local efforts could be made to (name of the school or one of the key task force partners) and is tax-deductible. Are there any specific questions I could address?





## Sample Phone Script #2 – Follow Up after Information is sent

Hi, my name is *(your name)* I work with the Preconception Peer Educators program of the Office of Minority Health Resource Center to raise awareness about infant mortality. If you have a few minutes can I tell you more about the Preconception Peer Educators Program and our **(CITY NAME)** Task Force for Infant Mortality Prevention?

Preconception Peer Educators conduct trainings and community outreach to bring attention to the high rates of infant mortality, especially among African Americans. Preconception Peer Educators go through a comprehensive training on preconception health, infant mortality, and health disparities. As part of the program, we also participate in a multi-sectoral task force for infant mortality prevention in our city, which include many great organizations such...**(discuss list of most prominent organizations that participate in your task force).**

Have you seen the statistics information that I sent you, displaying the infant mortality statistics in your area? (If yes, continue. If no, explain what is included in the mail/fax.).

Everyone that contributes a set dollar amount or more will be supplying resources to train additional peer educators, and/or to support the task force's community outreach efforts to raise awareness of, and encourage community action on this very important issue. Hopefully, in the future, this would help reduce the infant mortality rates in this city. Will you be able to support this cause? Even small donations are helpful.

Your contribution in support of these local efforts could be made to **(name of the school or one of the key task force partners)** and is tax-deductible. Are there any specific questions I could address?

