



MATERNAL AND CHILD HEALTH GUIDELINES FOR GLOBAL GRANT FUNDING

Rotary is dedicated to six [areas of focus](#) to build international relationships, improve lives, and create a better world. Through [global grants](#), awarded by The Rotary Foundation, clubs and districts participate in strategically focused, high-impact activities in these areas.

All global grant activities are required to align with the goals of an area of focus. For maternal and child health, the goals are:

1. Reduce the mortality and morbidity rate for children under age five
2. Reduce the maternal mortality and morbidity rate
3. Improve access to essential medical services, trained community health leaders, and health care providers for mothers and their children
4. Support studies for career-minded professionals related to maternal and child health

Use this document as a guide when applying for a global grant. You'll learn how to make your projects sustainable, what information is required for specific project types, and where to find additional resources.

A. Elements of sustainability

Sustainability means different things to different organizations. For Rotary, sustainability means providing long-term solutions to community needs that the beneficiaries can maintain after grant funding ends. Pay careful attention to the following items to ensure your project's long-term sustainability and increase the likelihood of being approved for global grant funding.

1. COMMUNITY ASSESSMENT

Community assessments identify where support is most needed, and the role Rotarians can play in making a difference. Project sponsors (often with a cooperating organization) need to conduct a community assessment before submitting their application. An assessment can reveal a community's strengths and weaknesses and help you work on solutions. If an assessment has already been done, use the relevant data to design your project.

Use the community assessment to:

- Gather perspectives from a broad cross-section of the community, including women, young people, and professionals
- Allow community members to identify the needs they perceive as most critical
- Ask community participants how they can contribute to the proposed project

- Work with community members to identify long-term goals and expected project outcomes

The community assessment results need to be incorporated into the grant. The results should describe:

- How the community’s resources will be used to implement project activities
- How the project will meet the needs identified by the community
- The long-term goals or project outcomes and how they will be met (for example, through training and public awareness campaigns)
- How the community will sustain the project after the grant has ended

Provide the government health agency or cooperating organization with written documentation that all project activities follow accepted policy and clinical standards of the government’s health care system.

Maternal and child health project beneficiaries may include the following:

- Individual health care service recipients; specific beneficiaries of your project:
 - Adolescent girls and women of reproductive age
 - Pregnant, delivering, and postpartum women and girls
 - Children under age five
 - Newborns up to 30 days old
 - Women and children at risk for non-communicable diseases
 - Women and children at high risk for communicable or infectious diseases
- Health care infrastructure, including primary health care clinics and community health centers, district and regional health centers and hospitals, mobile outreach systems, and tertiary hospitals that offer specialized care
- Health care professionals, including community health care frontline workers, skilled birth attendants, community health nurses, health care technicians, midwives, and professional nurses and doctors

2. MATERIALS AND TECHNOLOGY

Purchase equipment and new technology from local sources, when possible. Make sure replacement parts are readily available. Involve community members and beneficiary institutions in selecting technology or equipment, and train them to operate, maintain, and repair it on their own. The grant application should:

- Describe the equipment to be donated or purchased and plans for training, operating, and maintaining it. If training isn’t necessary, describe the skills that personnel have to use the new equipment.
- Clarify whether new services will be provided or if the equipment purchased is an upgrade of current or outdated technology.
- Indicate how the beneficiary will have access to spare parts if equipment isn’t locally obtained.

- Describe the environment where the equipment or technology will be kept, identify who owns it, and provide security standards as appropriate.
- Explain how this equipment is essential or related to the project’s goals.
- Provide “proof of concept” documentation for new technology. This would be a detailed account of this technology’s successful use in a similar environment to your proposed site. It would also include written endorsement from the relevant government authorities that this technology meets required licensing and certification standards.

3. FINANCIAL PLANNING

Confirm that local funding sources are available for the long-term operation, maintenance, training, and replacement costs of equipment. If appropriate, compensate health care workers and volunteers for their work to ensure continuity of services.

The grant application should:

- Describe project fundraising activities that Rotarians, the community, other nongovernmental organizations, government agencies, and private entities have planned for the next two to three years.
- Document support of the project, if applicable, by the appropriate government agency or authority, including monetary contributions to cover current or recurring costs, advocacy, policy implementation, training, education, and allocation of personnel or materials.
- List foundation or private-sector partners that support or may support the project and will continue to do so after grant funding ends.
- Describe any fee-for-service, insurance, or cost recovery funding plans that may provide sustained revenue for the project.
- Describe your best two- to four-year projection for how the community will replenish funds after global grant funding ends.

4. TRAINING AND EDUCATION

Provide training, education, and community outreach to project beneficiaries or service providers and technicians. Work with local government, private and public agencies, and organizations to supply expertise, as needed.

The grant application should:

- Describe training plans for service providers and technical project workers. Provide an overview of studies, schedule, and performance indicators. Include training activities for trainers as appropriate. Confirm if the training is budgeted within the project or funded externally.
- Describe plans for training your project’s beneficiaries. Include a description of all materials and resources needed or obtained to conduct the training as well as your educational goals. Identify the trainers and describe the beneficiary population. Confirm if the training is budgeted in the project or funded externally.
- Describe public health campaigns to educate the local population about the project’s goals and

strategies. Be sure to specify the timeline and target population, and provide an overview of training materials and collaboration with other stakeholders. Confirm if the training is budgeted within the project or funded externally.

- Include a community plan for continuing education after the project is completed.

5. MONITORING AND EVALUATION

Often, the cooperating organization or government health agency will lead monitoring and evaluation efforts, collecting data and sharing their reports and findings with Rotarians. Project reporting information should include clear and measurable goals and identify methods for collecting data. Rotarians should help collect the data from the source (such as a cooperating organization or government agency) and keep this information with their financial records and other required documentation. Submit monitoring and evaluation information to the Foundation along with the final report.

B. Project types

Global grants commonly fund the following types of maternal and child health projects. For each project type explained in detail below, pay close attention to the eligibility requirements and the information that needs to be submitted with your application.

1. MEDICAL EQUIPMENT PROJECTS

- Maternal and child health medical equipment projects must include a written prenatal care training program. This can be waived if training is not applicable for the equipment purchased. There may be other appropriate pregnancy-related training such as neonatal or postnatal training.
- The goal is to ensure expectant mothers have four prenatal visits before delivery; this model of care is standard and is likely part of the services that a hospital already provides. Please describe the current outreach and service system.
- An equipment training, operations, and maintenance plan needs to be in writing.
- The institution or government agency receiving the equipment must provide written documentation of the request and need for it.

2. MEDICAL DEVICES

Medical devices, particularly for surgeries, are usually eligible as part of a project. Some examples of these types of devices are:

- Hydrocephalus valves for use in surgeries to reduce mortality and morbidity, where the grant helps fund the valves and where the public health system funds and carries out the surgery
- Hearing aids in which the grant funds the devices and a nongovernmental organization provides the services, with qualified staff targeting infants and children
- Intraocular lenses for cataract surgeries, where volunteer doctors, another organization, or government agency provides the services

3. NON-COMMUNICABLE DISEASES

- Many of these diseases are lifestyle-related, and disease treatment includes promoting healthy behavior changes. A training component is usually important. Document your project's training in writing. These interventions need to specifically address pregnant women or high-risk fertile women with measurable impacts on healthy pregnancies and outcomes. Projects targeting children under 5 years can be eligible.
- Because these projects often focus on long-term efforts to change behaviors (such as stopping smoking, reducing blood sugar levels, and managing high blood pressure), Rotarian participation is a priority.
- These projects should include prevention efforts as well as treatment services. All projects must have measurable goals for the health of the pregnant woman, mother, or child.
- Drug and alcohol addiction prevention and treatment projects that address all forms of mental illness, including postpartum depression, can be eligible projects.

4. DISABILITY AND DISORDER-RELATED PROJECTS

Prosthetics can be eligible if there is a prevention and training component based on the beneficiary needs assessment. This could include continuing education or training for the professionals who produce and fit the prosthetics and provide physical therapy to recipients. Training for beneficiaries and their families on using and maintaining their prosthetics would be a sustainable strategy.

All therapies must seek to prevent further injury or disease.

- All approved therapies need to have sound clinical acceptance within the medical community and measurable indicators of treatment.
- Projects should be based on community needs or beneficiary assessment information that identifies the high-risk populations being targeted.
- All approved therapies must be delivered by clinically certified therapists, who should be encouraged to seek further training as part of the project.

5. VISION AND EYE CARE PROJECTS

Visual impairment projects are particularly complex and should incorporate both prevention and treatment elements, including therapies to restore sight.

- Broad-spectrum vision screening programs for a normal or low-risk population are not usually eligible on their own. There must be referral, education, and treatment components for at-risk and vulnerable populations.
- Eye examination projects that seek to identify refractive errors and correct them by providing eyeglasses are not eligible as stand-alone global grant projects. Global grants support many aspects of eye care, including screening for disease and referral to available treatment options. These often include cataract and corneal implant surgeries and procedures. They may also include mobile outreach as well as health camp and hospital-based services. Eye disease prevention, identification, and treatment projects must have measurable results.
- These are generally disease prevention and treatment projects, not maternal and child health

projects.

6. SPECTRUM DISORDER PROJECTS (AUTISM, ASPERGER'S SYNDROME, ETC.)

Eligible applications need to include therapies that have sound clinical acceptance within the medical community, and include measurable results of treatment. These projects must include individual beneficiary assessments and individualized therapies.

- Multisensory rooms are typically not eligible for global grant funding. However, if the room is integrated into the health care system, and the sensory therapies are administered by certified therapists who can provide baseline and impact measurements, the project would be eligible if all other parts are deemed satisfactory.
- New clinically based interventions, including medications, are being targeted at newborns and infants. These developments may lend themselves to global grant projects.

7. HEALTH FAIRS AND GENERAL HEALTH SCREENINGS

- General health fair projects must provide targeted and measurable services in prevention and treatment. They can include diabetes prevention, HIV and STD testing, and cervical cancer screenings. Health fairs are also effective in polio eradication efforts.
- Health fairs (like Rotary Family Health Days) can be eligible only if they refer patients to other health care systems and ensure access to continuing care. The goal cannot be to provide a one-time-only service.
- A robust monitoring and evaluation system needs to be in place.

8. MEDICAL SUPPLIES, FACILITY FURNITURE, DISPOSABLES, AND SHORT SHELF-LIFE ITEMS

- In general, disposable medical supplies will only be eligible when they support the operation of new medical equipment.
- Furniture and other non-medical equipment for health facilities are generally not eligible budget items.
- The intent and spirit of global grants is for a larger and longer-lasting impact than short shelf-life supplies can provide. Exceptions are made for larger budgets where these types of supplies and items can be approved as part of a larger project.

9. MOBILE HEALTH VEHICLES AND CLINICS

- Mobile health clinics (medically equipped vehicles) address access to health care barriers.
- The intent for mobile health care services is to extend health care to remote regions, not to provide emergency services or serve as a transport system. Ambulances generally do not qualify as mobile health clinics. However, they are eligible in maternal and child health projects where they are dedicated to transporting women for child delivery or reproductive health emergencies.
- Eligible mobile health care delivery systems include:
 - Custom outfitted vehicles with built-in medical equipment to provide specific health care services at community and outreach sites other than fixed health care centers.

- Vehicles that transport medical personnel and their field equipment and supplies needed for specific health care services at community and outreach sites. The equipment and supplies should be described, budgeted for, and portable.
- Mobile health vehicles dedicated to outreach screening (mammograms, diabetes, etc.) if they serve as an efficient referral system to prevention and treatment services for a targeted population.
- Milk bank vehicles are eligible when all other global grant requirements are met. They qualify as outreach mobile health care vehicles. Quality assurance protocols must be documented. The cooperating organization or governmental health agency must develop and endorse the framework for collecting, delivering, and using mother's milk.

10. PROJECT TYPES THAT HAVE SPECIAL CONSIDERATIONS FOR ELIGIBILITY

- The projects below may or may not be eligible for global grant funding, depending on various factors. The Rotary Foundation assesses each project on a case-by-case basis, applying global grant standards fairly and consistently. Contact your regional grants officer early in the application process for help.
Hospital beds must be clinically therapeutic by design, and include pediatric post-neurosurgical beds, dedicated hospice and palliative care beds for end-of-life treatment, or other medically specified or designed beds.
- Solar panels for heat or water (technology standards apply, including proof of concept documentation). These remain ineligible as a stand-alone project but can be a key part of a project that otherwise qualifies under the Foundation's strengthening health care infrastructure program.
- Solar technology (refrigerators): Solar refrigerators qualify as medical equipment because they preserve vaccines. Other solar-powered medical equipment grants could also be eligible as long as technology standards are met (a proof of concept is required).
- Polio vaccines (purchase and distribution) cannot be the focus of a project but can be part of a larger immunization project.
- School-based feeding programs or any nutrition program unrelated to malnourishment are not eligible. Projects within the First 1,000 Days global health initiative with measurable impacts may be eligible. General health education and nutrition education project activities are too far removed from being able to provide measurable results.
- Training for professional health care workers, including nurses and midwives, and community and frontline health care workers, including traditional and skilled birth attendants.
- Medical equipment with an operation, maintenance, and replacement plan. Maternal and child health equipment purchases must include prenatal training that targets expectant mothers so that they and their babies are healthy. If the child is born, provide neonatal or postnatal training. In either case, training does not need to be new, but sponsors need to document the maternal education provided. You also need to identify who owns the equipment and plans for replacement parts.
- Lifesaving congenital corrective surgeries.

- Ambulances for transporting pregnant women who are in labor and delivery and need emergency services. Ambulances must exclusively serve pregnant women and not be used for other health services.
- Neonatal (first year of life) programs: equipment, nutrition, surgeries, milk banks, and milk bank vehicles.
- Prevention and treatment of communicable diseases (HIV/AIDS, tuberculosis, malaria, neglected tropical diseases, sexually transmitted diseases, etc.) through prevention of mother-to-child transmission. This includes social mobilization, supplies, and health care community clinics.
- Clinically based malnourishment prevention and treatment projects.
- Fistula and other reproductive health-related surgeries and rehabilitation projects.
- Pregnancy prevention and family planning projects that provide education, referrals, and access to health care, including providing contraceptives.

C. Resources

One of the best resources available to grant applicants is the [Rotary grants staff](#). In addition to their professional expertise and education, grants staff members draw on The Rotary Foundation's long experience in funding effective projects to make sure your global grant projects are eligible for funding.

You can also find information to help you plan for your maternal and child health global grant in the following resources:

[A Guide to Global Grants](#)

[Terms and Conditions for Rotary Foundation District Grants and Global Grants](#)

[Areas of Focus Policy Statements](#)

[Six Steps to Sustainability](#)

[Global Grant Monitoring and Evaluation Plan Supplement](#)

[Project Lifecycle Resources](#)