



NJMIHIA
New Jersey Maternal
and Infant Health
Innovation Authority

NJMIHIA G.L.O.W Program

Grant for Lasting Outcomes in Women's Health

*Funding community-driven maternal and
infant health solutions in New Jersey*

Agenda

1. Overview of G.L.O.W Program
2. Eligibility Requirements
3. Use of funds
4. MIHIA Academy
5. Application process & timeline
6. SAGE Walkthrough
7. Q&A



Overview of G.L.O.W Program

NJMIHIA's MISSION

“Empower the village that supports the health and well-being of all mothers and babies through transformative partnerships and community-rooted innovation”

The Grant for Lasting Outcomes in Women’s Health (GLOW) Program aims to fund small local **birth support training** community-based organizations and enterprises implementing maternal health and community engagement programming while strengthening the organizational capacity

Funding Categories:

- **Community Engagement** – Supporting the development and dissemination of a standardized community engagement toolkit for maternal and infant health programs in New Jersey.
- **Innovation** – Promoting technology-based solutions that support informed patient decision making;
- **Mental Health Support** –Expanding access to the Perinatal Mental Health programming for clinical and non-clinical professionals; or
- **Workforce Engagement** – Expanding access to midwifery, doula, community health workers, and lactation professional development training that support mothers in the perinatal period (Expanding training, building capacity of programming, marketing, technical, licensure).



Overview of G.L.O.W Program

G.L.O.W Program (*Grant for Lasting Outcomes in Women's Health*)

- Total Program Budget: \$1 million
- Fixed grant award of **\$50,000**
- Up to **15 awards** totaling **\$750,000**
- Funds are tied to **defined milestones and deliverables**
- Project Period: 12 months

MIHIA Academy

- Mentorship and capacity-building program for awardees
- Up to **\$250,000 allocated** for development and programming
- Includes collaboration with **state and national technical assistance partners**
- Participation is **required for all G.L.O.W awardees**

Application Timeline

- ✓ Application Open: Friday, February 27, 2026 - June 15, 2026
- ✓ Online, rolling application process

Review and Approval

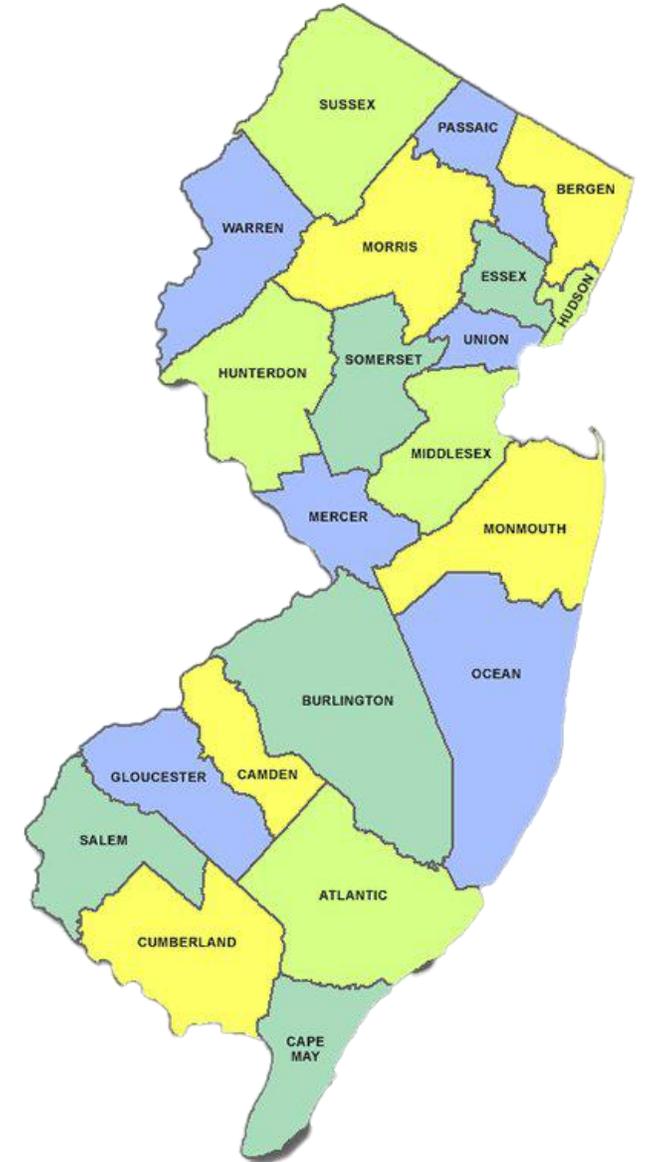
- ✓ Noncompetitive, first-in, first-out
- ✓ Reviewed in order received via the State SAGE portal



GLOW Program Geographic Distribution

NJMIHIA's Regional Approach

- (5) Northern NJ
 - Bergen, Essex, Hudson, Morris, Passaic, Sussex, Union, and Warren counties
- (5) Central NJ
 - Hunterdon, Mercer, Middlesex, Monmouth, and Somerset counties
- (5) Southern NJ
 - Atlantic, Burlington, Camden, Cape May, Cumberland, Gloucester, Ocean, and Salem counties



**Funds may be redistributed if a region has fewer applicants*



Eligibility Requirements

- Applicants must be for-profit business entities or non-profit CBOs that provide ***birth support training services*** in New Jersey – such as doula, midwife, or lactation training.
- Applicants must have either:
 - a) an annual operating budget of no greater than \$250,000 for the most recent fiscal year. (Note: State and federal grant awards not included in this calculation); or
 - b) no more than 10 *full-time equivalent* (“FTE”) workers (FTE is calculated on a 35-hour work week) at time of application.
- At the time of application, entities must be in good standing with the State of New Jersey and one of the following, as applicable:
 - a) Non-profit organization must have official 501(c)(3) tax-exempt status recognized by the IRS; or
 - b) For-profit business entity (e.g., LLCs, corporations) must be registered to do business in the State of New Jersey.
- Entities must have been in operation for a minimum of three (3) years as evidenced by a New Jersey Certificate of Formation or equivalent document.



Document Requirements

- Applicants must provide *one* letter of support as proof of prior relevant work
- NJ Certificate of Formation or equivalent document
- For collaborating partners, either a letter of support or Memorandum of Understanding would need to be provided
- NJ Tax Clearance Certificate (dated within the last six months)
- Annual Audit Report and/or tax return, as applicable
- IRS Determination Letter and NJ Charities Registration Letter, (for non-profit organizations)
- Most recent NJ WR-30 (W2 employees) or 1099s (contractors)
- Board of Directors list
- Conflict of Interest Attestation

Note:

- Applicants may collaborate with additional entities – public, private or non-profit – as needed to implement the proposed project
- Only one application per entity is permitted
- Applicants must register in NJ Start or submit a complete W-9 and ACH form

Those Ineligible to Apply

- Entities with existing contracts with NJMIHIA
- Entities with NJMIHIA Board Members or NJMIHIA employees serving on their Board of Directors

Incomplete Applications

- Incomplete applications will be considered ineligible until all required documentation is provided. Once completed, the application will be placed in the queue based on the date of final submission
- An applicant submitting an incomplete application shall be permitted a 10 business-day cure period from the date, NJMIHIA notifies the applicant in writing of the application deficiencies
- Incomplete applications that fail to be cured within the permitted time will be rejected as incomplete without being evaluated by the review committee
- At the sole discretion of the NJMIHIA, staff may ask for clarification of the information included in the application, including but not limited to narrative responses, supporting documentation, and attachments
- Applicants have the ability to withdraw from the application process at any time



Eligible use of funds, may include, but are not limited to:

- **Program Implementation Costs** – Expenses directly tied to delivering training programs or services
Trainer/facilitator fees; Curriculum development or adaptation; Materials and supplies for training
- **Community Engagement and Outreach** – Expenses that support outreach to underserved or priority populations. Development and distribution of outreach materials; Community event expenses (non-fundraising); Transportation or childcare services
- **Technology and Innovation** – Expenses to promote technology-based solutions
Development or customization of digital tools; Mobile app or website development; Equipment directly related to service delivery
- **Personnel and Staffing** – Salaries or stipends for staff directly involved in the execution of the proposed project
Project manager or program coordinator; Training staff
- **Evaluation and Data Collection** – To measure the effectiveness and impact of funded activities
Pre/post surveys; Data analysis or reporting tools; Evaluation consultant fees
- **Toolkit Development** – Costs related to the creation or dissemination of a community engagement toolkit
Research and design of toolkit content; Pilot testing or focus groups; Printing and distribution costs



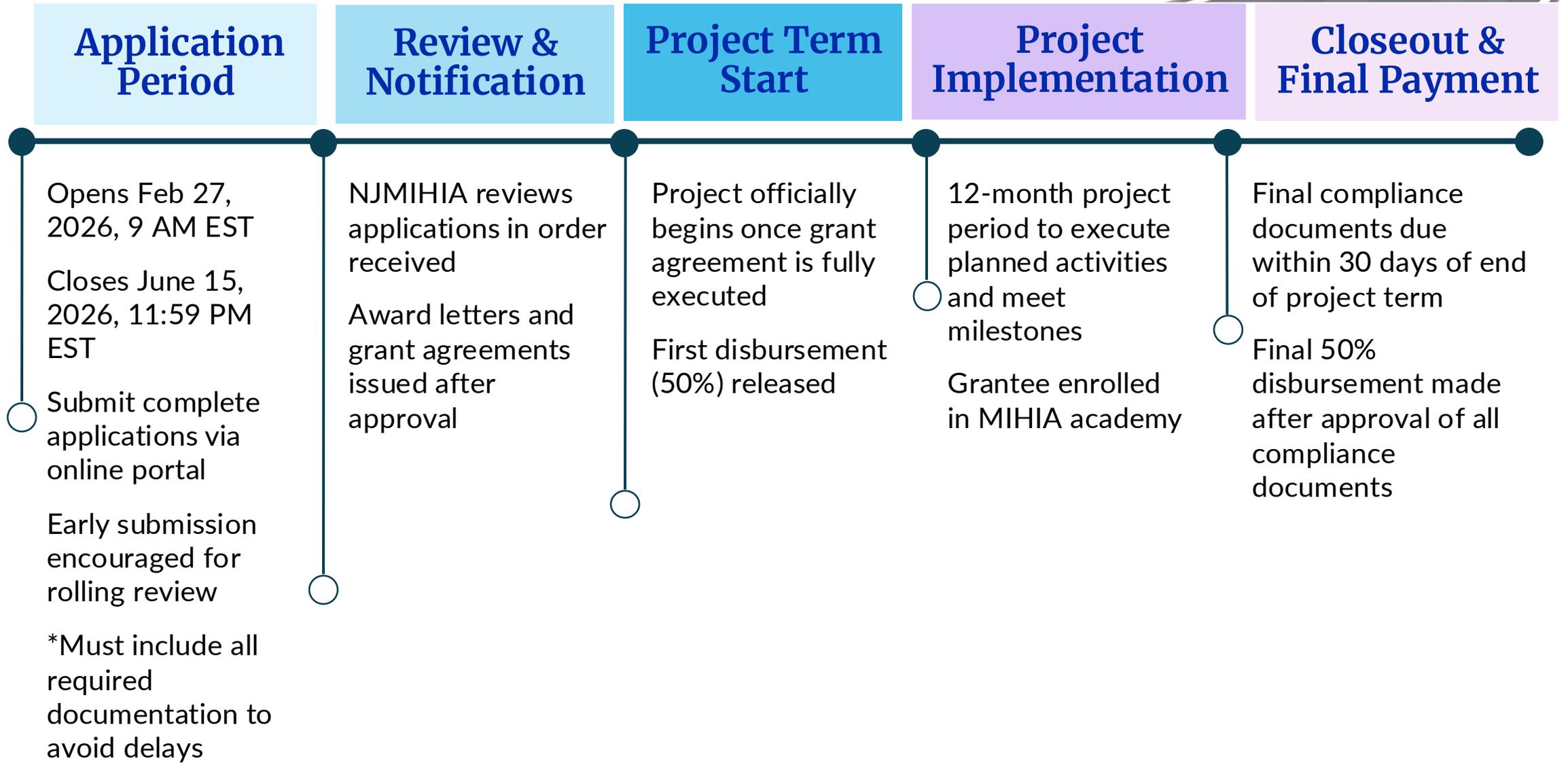
Ineligible use of funding by this grant:

- Lobbying or political activity
- General operating expenses not tied to the funded project
- Debt repayment or loan refinancing
- Capital improvements or major renovations
- Alcohol, entertainment, or fundraising costs
- Salary or stipends for individuals not involved in the project
- Duplicative expenses already covered by other state/federal grants
- Real estate rental expenses
- Construction costs



NJMIHIA G.L.O.W Program Roadmap

From Application to Closeout



MIHIA Academy

- All G.L.O.W grantees will participate in the *MIHIA Academy* which will entitle them to mentorship and technical support to strengthen their programmatic efforts and overall operational capacity
- G.L.O.W Grantees will receive the following supports through participation in the *MIHIA Academy*:

♥ Mentorship

♥ Technical assistance

♥ Capacity-building

♥ Program Management

♥ Business Development

♥ Communication & Marketing





SAGE Grant Application Portal Overview

For any questions please contact:



MIHIA.Grants@njmihia.gov

**To access the G.L.O.W Program page and application
please scan the QR code:**



Or visit the NJMIHIA Website:

<https://www.nj.gov/njmihia/innovation/glow/>