



**New Jersey Maternal and Infant Health Innovation Authority
Grant for Lasting Outcomes in Women's Health (GLOW)**

NOTICE OF FUNDING AVAILABILITY

The New Jersey Maternal and Infant Health Innovation Authority ("NJMIHIA") will begin accepting applications for the Grant for Lasting Outcomes in Women's Health on February 27, 2026, at 9AM EST. Applications must be submitted by June 15, 2026, at 5PM EST.

The Program will make available up to \$750,000 in grant funding, as approved by the NJMIHIA Board on November 19, 2025, through a non-competitive application process to up to fifteen (15) eligible awardees.

No application fees will be charged for this program. The application can be accessed via the internet at: <https://nj.gov/njmihia/innovation/glow/>

Purpose and Overview

NJMIHIA's mission is to ensure that all mothers in New Jersey receive the support they need for a healthy pregnancy and birth. NJMIHIA supports strengthening local healthcare systems and community-based organizations and businesses to enhance social service delivery, research and innovation, perinatal workforce development, and promote public awareness efforts. In advancement of its mission, NJMIHIA has created a non-discretionary grant program, available to for-profit businesses and non-profit community-based organizations (CBOs) providing birth support training services (e.g. doula, midwife, community health worker, or lactation training) in the State of New Jersey. The Program consists of two key components for awardees:

- a. GLOW Program (Grant for Lasting Outcomes in Women's Health): Provides funding to support projects that advance NJMIHIA's strategic initiatives; and
- b. MIHIA Academy: A mentorship program designed to strengthen awardees' programmatic efforts and overall operational capacity.

Funding Source

The NJMIHIA GLOW Program and the MIHIA Academy will be supported from the New Jersey FY26 State Appropriation Act. The amount identified will be allocated toward the creation of the following initiatives:

- a. NJMIHIA GLOW Program: Up to an amount not to exceed \$750,000 may be allocated to fund grant awards.



b. NJMIHIA Academy: Up to an amount not to exceed \$250,000 may be allocated for the development and programming of the MIHIA Academy, a mentorship initiative designed to strengthen awardees' programmatic efforts and overall operational capacity. This allocation will support NJMIHIA's ability to execute the Academy and collaborate with state and national technical assistance partners.

A maximum of fifteen (15) fixed grants of \$50,000 will be awarded across New Jersey, with an intentional focus on regional equity. Grants will be distributed geographically as follows: five (5) in Northern New Jersey, which includes the counties of Bergen, Essex, Hudson, Morris, Passaic, Sussex, Union, and Warren; five (5) in Central New Jersey, covering Hunterdon, Mercer, Middlesex, Monmouth, and Somerset counties; and five (5) in Southern New Jersey, which includes Atlantic, Burlington, Camden, Cape May, Cumberland, Gloucester, Ocean, and Salem counties. This distribution is designed to ensure statewide impact and support organizations serving diverse communities across all regions. If there are fewer than 5 applicants in any geographic region NJMIHIA reserves the right to redistribute the remaining funds to any other geographic region.

Program Details

The Program consists of two components for awardees:

- a. GLOW Grant (Grant for Lasting Outcomes in Women's Health): Provides funding to support projects that advance NJMIHIA's strategic initiatives; and
- b. GLOW Academy: A mentorship program designed to strengthen awardees' programmatic efforts and overall operational capacity.

Eligibility

1. 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.
2. Applicants may collaborate with additional entities – public, private or non-profit – as needed to implement the proposed project. For collaborating partners, either a letter of support or Memorandum of Understanding would need to be provided.
3. At the time of application, entities must be in good standing with the State of New Jersey and one of the following, as applicable:



1. Non-profit organization must have official 501(c)(3) tax-exempt status recognized by the IRS; or
 - a. For-profit business entity (e.g., LLCs, corporations) must be registered to do business in the State of New Jersey.
3. 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.
4. Applicants must have either:
 - a. an annual operating budget of no greater than \$250,000.00 for the most recent fiscal year. (Note: State and federal grant awards not included in this calculation); or
 - b. not more than 10 full-time equivalent (“FTE”) workers (FTE is calculated on a 35-hour work week) at time of application.
5. Applicants must provide one letter of support as proof of prior relevant work from a government agency, for-profit entity, non-profit organization, healthcare institution, research partner or philanthropic partner as proof of active engagement in birth support training services or programming in birth support training services.
6. Entities with existing contracts with NJMIHIA are not eligible to apply.
7. Entities with NJMIHIA Board Members or NJMIHIA employees serving on their Board of Directors are not eligible to apply.
8. Only one application per entity is permitted. Multiple applications from the same entity and Employer Identification Number (EIN) will not be accepted. In the event multiple applications are submitted by the same entity or under the same Employer Identification Number (EIN), NJMIHIA will notify the applicant in writing, and the applicant shall have ten (10) business days from the date of such notice to identify which application shall be retained for consideration and to withdraw all other submissions. Failure to cure within the prescribed timeframe will result in all applications being deemed ineligible for further consideration or the award of a grant.

Eligible Funding Uses

Funds must be used to implement activities that advance NJMIHIA’s strategic initiatives for



maternal and infant health, specifically:

- c. Community Engagement – Supporting the development and dissemination of a standardized community engagement toolkit for maternal and infant health programs in New Jersey.
- d. Innovation – Promoting technology-based solutions that support informed patient decision making;
- e. Mental Health Support - Expanding access to the Perinatal Mental Health programming for clinical and non-clinical professionals; or
- f. 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).

Eligible expenses may include, but are not limited to, the following:

Program Implementation Costs

Expenses directly tied to delivering training programs or services:

- Trainer/facilitator fees
- Curriculum development or adaptation
- Materials and supplies for training
- Technology platforms or software licenses used to deliver training
- Costs related to Perinatal Mental Health First Aid training

Community Engagement and Outreach

Expenses that support outreach to underserved or priority populations:

- Development and distribution of outreach materials
- Community event expenses (note that this does not include expenses related to fundraising).
- Transportation or childcare services to increase community participation
- Translation or interpretation services for public-facing materials

Technology and Innovation

Expenses to promote technology-based solutions:

- Development or customization of digital tools to support informed maternal health decision-making



- Mobile app or website development to disseminate training or community engagement resources
- Purchases directly related to the grantees' service delivery (e.g., tablets, projectors, video equipment)

Personnel and Staffing

Salaries or stipends for staff directly involved in the execution of the proposed project:

- Project manager, program coordinator, or grant administrator
- Training staff
- Outreach workers or community health workers (CHWs) (*Note: Only costs tied to the grant-supported activities are eligible; general overhead or unrelated administrative salaries are not allowed.*)

Evaluation and Data Collection

To measure the effectiveness and impact of funded activities:

- Pre/post surveys, data analysis, or reporting tools
- Consultant fees for evaluation design or facilitation
- Subscription fees for data collection platforms

Toolkit Development

Costs related to the creation or dissemination of a community engagement toolkit, including:

- Research, writing, or design of toolkit content
- Pilot testing or focus groups
- Printing and distribution costs
- Multimedia content creation

Ineligible Funding Uses

The following expense categories are ineligible for 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

Application Submission and Review Process

Applications will be accepted via the Program's online application portal beginning February 27, 2026, at 9AM EST. Applications must be submitted by June 15, 2026, at 5PM EST.

As part of the application, the NJMIHIA will request supporting documentation which may include, but is not limited to:

1. New Jersey Certificate of Formation or equivalent document.
2. One letter of support from a government agency, for-profit entity, non-profit organization, healthcare institution, research partner or philanthropic partner as proof of active engagement in birth support training services or programming in birth support training services.
3. For collaborating partners, either a letter of support or Memorandum of Understanding.
4. Applicant must upload a Board of Directors list and sign a conflict-of-interest attestation, to be provided.
5. NJ Tax Clearance Certificate (dated within the last six months).
6. Annual Audit Report and/or tax return, as applicable.
7. IRS Determination Letter and NJ Charities Registration Letter, as applicable.
8. Most recent NJ WR-30 (W2 employees) or 1099s (contractors)
9. Attestation confirming that only one application is being submitted per EIN.

The NJMIHIA will conduct an initial review of all applications for completeness in the order they are received.

The NJMIHIA will screen for existing contracts with applicants.

The date of submission will be determined by when a complete application is received through the online portal.

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.

Denial Criteria

A grant will be denied if:

- The application is incomplete or missing required documentation
- The applicant is ineligible under any of the defined criteria
- There is a conflict of interest, including a prohibited affiliation with NJMIHIA Board, staff
- The applicant has an existing contract with NJMIHIA
- The applicant submits multiple applications under the same EIN and fails to cure the defect within the prescribed 10-day period.
- Available funds have been exhausted at the time of application review

Review Process and CEO Authority

- Applications will be reviewed and processed in the order received through the SAGE portal.
- The date of submission will be recorded as the date a complete application is received.
- The CEO is authorized to approve or deny awards in accordance with the criteria above and will document all decisions using a standardized review checklist. Appeal decisions will be made by NJMIHIA's Chief of Innovation.
- All decisions will be retained in NJMIHIA records and communicated to applicants in writing.



Grant Amount

Each grant award will total \$50,000.00 disbursed in two payments following the execution of the Grant Agreement and upon meeting of milestones and deliverables, including attendance of the NJMIHIA GLOW Academy. As stated, grants will be awarded on a rolling basis until all available funds are exhausted.

Grant Funding Disbursements

The disbursement schedule for the Program is structured to ensure efficient allocation of funds.

- The first disbursement, constituting 50% of the grant award, will be made upon the execution of the grant agreement.
- The remaining 50% will be disbursed following the submission and approval of all compliance documents requirements by NJMIHIA.

Compliance

Within thirty (30) days of the end of the Project Term and in order to receive the second Grant disbursement, Grantee must provide to Grantor in a form and content satisfactory to the Grantor:

- i. Financial Report;
- ii. Progress Report;
- iii. Current New Jersey Business Tax Clearance Certificate (not more than 180 days old, listing NJMIHIA as the agency for which the document is being issued);
- iv. Employee/Contractor Verification Document; and
- v. A Payment Voucher containing eligible Program expenses.

Confidentiality

Applications will be reviewed only by staff of NJMIHIA. All applications are subject to requests for disclosure, including but not limited to, a public disclosure request pursuant to the Open Public Records Act ("OPRA"), N.J.S.A.47:1A-1 et seq.

Fees



No application fees will be charged for this program.

Additional Requirements and Information

All answers to questions will be posted publicly in the form of a Frequently Asked Questions (FAQs) document which will be posted on the NJMIHIA website prior to the application deadline

State and Federal Requirements

Funding for this grant is subject to State and Federal statutes including, but not limited to, the following, which may impact affiliates: N.J.S.A. 52:32-60.1, et seq., which prevents the New Jersey government entities from certain dealings with businesses engaged in prohibited activities in Belarus or Russia; Compliance with the list of “Specially Designated Nationals and Blocked Persons” promulgated by the Office of Foreign Assets Control (OFAC), <https://sanctionssearch.ofac.treas.gov>; N.J.S.A. 24:6I-49 which provides that the following are not eligible for most State or local economic incentives (a) a person or entity issued a license to operate as a cannabis cultivator, manufacturer, wholesaler, distributor, retailer, or delivery service, or that employs a certified personal use cannabis handler to perform work for or on behalf of a cannabis establishment, distributor, or delivery service; and (b) a property owner, developer, or operator of a project to be used, in whole or in part, by or to benefit a cannabis cultivator, manufacturer, wholesaler, distributor, retailer, or delivery service, or to employ a certified personal use cannabis handler to perform work for or on behalf of a cannabis establishment, distributor, or delivery service; and N.J.S.A. 52:13D-12, et seq., which prohibits a member of the Legislature or a State officer or employee or their partners or a corporation in which they owns or controls more than 1% of the stock to undertake or execute any contract, agreement, sale, or purchase of \$25.00 or more, made, entered into, awarded or granted by any State agency, with certain limited exceptions including grant awards by the NJMIHIA.