



REQUEST FOR PROPOSALS (RFP):

BHB Communities

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INTRODUCTION

Since 1991, Family League of Baltimore (Family League) has been the designated Local Management Board for the City of Baltimore. It serves as an architect of change by promoting data-driven, collaborative initiatives and aligning resources to create lasting outcomes for children, families, and communities with a vision of a Baltimore where every child grows up in a family that thrives. Family League believes that racial equity plays a pivotal role in realizing its organizational vision and that it can be achieved when race no longer determines the life trajectory of people in Baltimore. As such, Family League applies a racial equity lens to its policies, practices, organizational culture, and grantmaking.

Family League's work seeks to dismantle systemic barriers that limit the possibilities for children, families, and communities. We focus on four priority Results Areas: Cradle to Career Education, Healthy Families, Economically Secure Families, and Safe and Thriving Families.

As a careful steward of the funds awarded by the City, the State of Maryland, and federal and private entities, Family League braids its resources together to maximize the impact of each dollar invested in support of these results areas. We leverage these resources to serve Baltimore's children, youth, and families through our participation as a convener, implementation lead, or partner in numerous collaborative spaces.

DEFINITIONS

- **B'more for Healthy Babies (BHB):** B'more for Healthy Babies (BHB) started in 2009 in response to high infant mortality rates in Baltimore City and an alarming disparity seen among Black infants who were dying at significantly higher rates. BHB is a city-wide initiative led by the Baltimore City Health Department (BCHD) with Family League of Baltimore and HealthCare Access Maryland (HCAM) serving as lead implementation partners. BHB brings together communities, organizations, and resources so that every baby might have the best start possible. To learn more about B'more for Healthy Babies visit: <https://www.healthybabiesbaltimore.com/>
- **BHB Community Lead Agency:** A BHB partner organization with a strong and long-standing community presence in each neighborhood that uses a mobilization model that helps identify community priorities and builds upon strengths and assets to create solutions for these priorities. Each initiative relies on Community Health Workers to partner with families and provide them with support and education to help them thrive.
- **BHB Community:** Through partnerships with many other organizations in their community, BHB Communities facilitate access to health care, education, and social supports. Each initiative has a strong advocacy component and works to promote policy changes that will create more equitable structures without regard to race, gender, or socio-economic status. There are currently three existing BHB Communities:

Upton/Druid Heights, Patterson Park North and East, and Cherry Hill. To learn more about the B'more for Healthy Babies Communities, visit:
<https://www.healthybabiesbaltimore.com/communities>

- **Infant mortality rate (IMR):** IMR is the number of infant deaths (less than one year old) per 1,000 live births in a specific geographic area and time period. It is a key indicator of a population's overall health.

PURPOSE OF INVESTMENT

BHB is a successful, long-term initiative that aligns strategies and resources to support the health and well-being of young children and their families. BHB gets Baltimore City residents off to a healthy start, through a network of services that support the health and well-being of young children and their families. B'more for Healthy Babies vision is that all Baltimore children are born healthy and grow and thrive in healthy families. The citywide initiative's mission is to: improve health before pregnancy, support families to raise healthy babies, ensure quality care during pregnancy, promote social and economic justice,

BHB strategically combines funding from various sources—federal, state, city, and private funds—to significantly improve the health of parents and babies. Since BHB's inception in 2009, Baltimore's infant mortality rate has decreased by 44%, the gap between Black and white infant deaths has decreased by 49%, particularly in communities that have been historically disinvested in. Baltimore City cannot thrive economically without healthy, safe, and thriving communities. And we cannot have healthy, safe, and thriving communities without healthy parents and babies.

BHB increases maternal and infant survival rates in Baltimore City by connecting families to a coordinated network of quality healthcare services. These services focus on making sure moms are healthy before, during, and after pregnancy (especially if they have chronic issues like high blood pressure), and that their babies arrive in good health and into safe and nurturing homes. BHB works with parents to support safe sleep; engages parents and communities in Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) and early intervention services; promotes smoke-free homes; improves sexual and reproductive health; and ensures that everyone, no matter their race, can access services. BHB regularly gathers input from communities and family members to continually improve its services.

In other words, BHB contributes to healthier environments, provides support for pregnant mothers, and connects families to resources that positively impact their babies' lives. City-wide, BHB reaches approximately 3,200 pregnant women and new parents annually. The 10 high-impact services identified include:

- In-home visiting

- Safe sleep advice
- Health care during and after pregnancy
- Early intervention services
- Doula support
- Immunizations
- Mental health support
- Access to healthy food through WIC
- Family planning
- Advice on raising healthy, thriving children

BHB's network of more than 150 partners works together to tackle the root causes, not just the symptoms, of maternal and infant mortality rates to achieve meaningful and impactful results in Baltimore City.

Results to date

Since its launch in 2009, the BHB initiative has made a significant difference in Baltimore City. The initiative has:

- Decreased the infant mortality rate by 44%¹
- Decreased the Black-white disparity in infant mortality rate by 20% ²
- Since 2020 two Baltimore City neighborhoods – Upton/Druid Heights in west Baltimore and Patterson Park North & East in east Baltimore – have received additional funding for intensive outreach to families. When comparing the overall change in infant mortality rate from 2009 to 2020, the average change in the two original BHB Communities was more than two times higher (53%) than the infant mortality rate decrease observed in the rest of Baltimore City and almost four times higher than the decrease seen in the state. Moreover, in 2019, the Upton/Druid Heights and Patterson Park North and East BHB Communities both eliminated the Black-white disparity in infant mortality.

Building on the success of the BHB Communities model, one new BHB Community (Cherry Hill in south Baltimore) began work in 2024 and is beginning to see positive outcomes with implementation.

PROJECT DESCRIPTION

Family League supports communities to improve birth outcomes by ensuring that all women, birthing people, and families are aware of, linked to, and are using high-impact services. To this end, Family League is soliciting innovative applications for the community-based services component of B'more for Healthy Babies.

¹ B'more for Healthy Babies. *Infant Mortality Statistics and Research*. [Data and Research | BHB Website](#).

² B'more for Healthy Babies. *Collective Impact Strategy*. [Collective Impact Strategy | BHB Website](#)

The purpose of this Request for Proposal (RFP) is to support the planning of a new BHB Community to improve birth outcomes for all birthing people within a defined geographic area of Baltimore. Proposals must represent an authentic collaboration of community-based organizations that coordinate and augment existing resources to ensure that Baltimore City communities have access to the 10 high-impact services capable of improving birth outcomes.

Family League seeks proposals for a new BHB Community site that will ultimately demonstrate the capacity to:

- Conduct outreach to all pregnant women in their geographic community to connect them with appropriate care and services;
- Meet with community members and leaders, Family League, and other BCHD; stakeholders to develop a plan for establishing a new BHB community;
- Cultivate partnerships with community members and partners and engage them in the development in the new BHB community;
- Participate fully in the citywide triage system for pregnant people into home visiting programs through collaboration with HealthCare Access Maryland, which serves as BHB's centralized intake;
- Link pregnant people with appropriate supports and services;
- Educate and mobilize community residents around the issue of infant and maternal mortality; and
- Incorporate the resources and technical assistance provided by other elements of B'more for Healthy Babies within their coordinated approach (i.e., increasing utilization of smoking cessation programs, etc.).

PERFORMANCE MEASURES

- # of meetings with Family League and BHB staff
- # of meetings with community members
- # of staff hired to support BHB community

APPLICANT ELIGIBILITY

Contract Award Amount: Not to exceed \$100,000.00

Grant Period: July 1, 2025—June 30, 2026

To apply, interested organizations **must**:

- Qualify as a nonprofit corporation with 501(c)(3) status, a for-profit corporation, or a public entity;
- Have been in operation under the same organizational name for a minimum of two years;

- Be in Good Standing with Family League of Baltimore, if a current or past Funded Partner;
- Be in “Good Standing” with the State of Maryland (must provide a PDF copy of the certificate dated **within the past 30 days**). Certificate can be obtained from [here](#);
- For funding requests totaling **\$49,999 or less**, provide a copy of the organization’s Form 990 **within the past 12 months**.
- For funding requests totaling **\$50,000 or more**, provide a copy of the organization’s independently audited financial statements for its fiscal year-end **within the past 12 months**;
- Provide evidence of organizational capacity to implement a quality program as outlined in the RFP;
- Provide a clear and concise operating budget.
- **Submit all required documents with the application by the posted due date; and**
- Already be operating in one of the 9 identified Community Statistical Areas.
- ***NOTE: If using a fiscal sponsor, both the Certificate of Good Standing and the Audited Financial Statements/Form 990 must be in the fiscal sponsor’s name.***

SUBMISSION REQUIREMENTS

Applicants are required to submit proposals through FUNDINGtrack, Family League’s online grants management system accessible through <https://flb.fluxx.io>. Submission must be completed by the date and time specified in this RFP and in the FUNDINGtrack application. The deadlines will be strictly enforced. It is the responsibility of the applicant to ensure that the application process is completed by the deadline. Hard copies, emailed copies, and late submissions will not be accepted. Furthermore, Family League reserves the right, at its sole and absolute discretion, to amend or modify any provision of this RFP, or to withdraw this RFP at any time prior to the contract award. Family League shall not be bound by or liable under this RFP and/or any response thereto until a final written contract has been executed by Family League and the grantee incorporating the terms and conditions of the award.

Registration

All applicants must be registered in FUNDINGtrack. This is done by selecting the “Register” link on the portal’s home page, found here: <https://flb.fluxx.io>. Applicants will receive login credentials via email within three business days of submission of the registration form. Applicants are highly encouraged to register early.

Organization Information and Documentation

The Organizational profile enables all registered users of FUNDINGtrack to provide the key business and contact information needed from Funded Partners. All registered users should fully complete the requested information and upload the due diligence documentation required in this RFP.

Help Using the Online Application

For questions or problems, contact the Help Desk at

FUNDINGtrack@FamilyLeague.zendesk.com, Monday through Friday, 8:30 am to 4:30 pm.

PRE-PROPOSAL CONFERENCE/QUESTIONS

A pre-proposal conference will be held virtually on September 29, 2025. The meeting can be accessed via Zoom:

Topic: FY26 BHB Communities RFP Pre-proposal Conference Time: Sep 29, 2025 03:30 PM Eastern Time (US and Canada) Join Zoom Meeting <https://familyleague-org.zoom.us/j/84741096428>

Meeting ID: 847 4109 6428

One tap mobile +13017158592,,84741096428# US (Washington DC) +17866351003,,84741096428# US (Miami)

Join instructions <https://familyleague-org.zoom.us/join/84741096428>

Applicants can submit their questions to fundedpartnerships@familyleague.org through September 30, 2025. A Question & Answer document will be posted on the Family League website (www.familyleague.org) on October 3, 2025.

Budget Guidelines

Please be sure that the budget:

- Does not exceed the award amount;
- Does not include in-kind contributions;
- Is consistent with the program design/plans outlined in the corresponding proposal narrative; and
- Ensures administrative costs, if applicable, do not exceed 10% of total direct costs.

REVIEW AND SELECTION PROCESS

Review Panel

Applications will be reviewed and rated by a panel comprised of individuals with experience, knowledge, and expertise in the field. This panel may include service professionals; community

members; and parents, youth and/or family members of Baltimore City. Review panelists will serve at the invitation of Family League.

Selection Criteria

The following criteria will be used in selecting the application to be awarded:

- Adheres to proposal requirements;
- Budget reflects maximizing of resources/stewardship;
- Stakeholder letter of support; and
- Alignment with B'more for Healthy Babies strategy and vision: The proposal clearly addresses one or more components of the B'more for Healthy Babies strategy and aligns with the BHB's vision.
 - [Strategy link](#)
 - Vision: All Baltimore children are born healthy and grow and thrive in healthy families.
- Located in one of the community statistical areas identified: Only applications from organizations serving at least one of the following census tracts will be considered.
 - Beechfield/Ten Hills/West Hills
 - Midway/Coldstream
 - Chinquapin Park/Belvedere
 - Dickeyville/Franklintown
 - Sandtown-Winchester/Harlem Park
 - Forest Park/Walbrook
 - Southern Park Heights
 - Greater Rosemont
 - Greenmount East
- **Equity and Community Leadership:** Priority will be given to projects that are led by or serve BIPOC (Black, Indigenous, People of Color), low-income, or historically marginalized communities, is embedded in one of the 9 target communities with existing relationships with community members, organizations, and faith-based institutions, and that center resident voice in planning and implementation.
- **Impact and Sustainability:** The project demonstrates a strong potential to create a plan for measurable impact and outlines a strategy for long-term sustainability of the BHB community.
- **Feasibility and Organizational Capacity:** The applicant has the operational capacity, experience, and readiness to implement the proposed project effectively and within the stated timeline.
- **Innovation and Collaboration:** The project offers creative approaches to addressing health inequities and reflects collaboration with other community stakeholders, organizations, or sectors.

- **Stewardship:** The budget is reasonable, cost-effective, and aligned with the scope of work. Applicants clearly articulate how resources will be used to maximize impact.

Announcement

Funding decisions are expected to be announced by: December 12, 2025

GENERAL TERMS AND CONDITIONS

Administrative Contracting Documentation

If selected, the Funded Partner is required to submit all Administrative Contracting Documentation, including:

- Certificate of Good Standing with the State of Maryland dated within the past 30 days
- Certificate of Insurance
- Audited Financial Statements (awards of \$50,000 or more) or Form 990 (awards up to \$49,999) dated within the past 12 months
- Confidentiality Policy
- Conflicts of Interest Policy
- COVID-19 Safe Environment Acknowledgement Form
- Criminal Background Check Policy
- Drug & Alcohol Abuse Policy
- Financial Policies & Procedures
- Grievance Policy
- Record Retention Policy
- Subcontractor Policy

Data Collection

All Funded Partners will be required to submit data on every participant they serve. Funded Partners must have the capacity to collect, manage, utilize, and report participant-level and program data. The data will be entered into Family League's data system, or in such form as agreed upon by Family League.

Reporting

All Funded Partners must submit quarterly financial and programmatic reports, unless otherwise specified by Family League. These include, but are not limited to, a narrative report; data specified in each Funded Partner's Scope of Work, including outcome information; and line-item financial information.

Training and Technical Assistance

All Funded Partners must participate in staff development activities as required by Family League. Information related to training opportunities, both required and optional, will be shared with Funded Partners on a regular basis. Additionally, Family League is committed to providing technical assistance and welcomes Funded Partner feedback.

Grant Award

The submission of a proposal does not, in any way, guarantee an award. Family League is not responsible for any costs incurred related to the preparation of a proposal in response to this RFP. Family League reserves the right to withdraw an award prior to execution of a contract with a Funded Partner in Family League's sole and absolute discretion.

Contract Terms

All Funded Partners must comply with all terms and conditions applicable to contracts executed by Family League. These terms and conditions can be found on the Family League website at www.familyleague.org by submitting a proposal to this RFP, applicants attest that they have read and accept these conditions fully. A Scope of Work with details about specific requirements and measurable outcomes will be a requirement of grant recipients as an addition to the contract.

Criminal Background Checks

All Funded Partners must conduct criminal background checks for employees. These practices must comply with the terms and conditions applicable to contracts executed by Family League. All Funded Partners must have established standard operating policies and procedures for conducting, reviewing, and if necessary, responding to the results of the record checks.

Additional Funder Conditions

Any additional terms and conditions imposed by funders following the release of this RFP shall become a part of the contract between the Funded Partner and Family League.

Key Dates and Deadlines

KEY DATE	ACTIVITY
September 24, 2025	RFP posted
September 29, 2025	Deadline to Submit Questions
September 29, 2025	Pre-proposal Conference
October 3, 2025	Q&A Posted to Family League website
October 21, 2025	Submission deadline (by 4:00 pm)
October 22 – 30, 2025	Technical Review and Cure
October 31 – December 5, 2025	Internal and External Reviews and Approvals
December 12, 2025	Determination Notices

