



## Call for Expressions of Interest

### Grant to Collaboratively Design a Doula Fund Project for Black, Indigenous and 2SLGBTQ+ Communities

**Closing Date: February 13, 2023**

#### About the Daymark Foundation

The Daymark Foundation is a private family foundation founded in 2020 with a mission to transform mental health in Canada. One of our two priority areas is Women's Mental Health – within this, we have decided to focus on perinatal mental health for at least 10 years. As a foundation that is interested in systems change and population-level outcomes, we aim to develop funding strategies based on an understanding of the field, stakeholders, challenges, barriers and opportunities. Collaboration, transparency and learning are key tenets of the way we work.

#### Background

Doulas are an important part of many people's reproductive journeys. While birthworkers have existed for centuries, there has been increasing recognition of doula care in Canada – particularly for equity-deserving groups, for whom systemic discrimination within the health system can result in adverse physical and mental health outcomes.

Rooted in an interest in improving perinatal mental health for equity-deserving groups, the Daymark Foundation held two gatherings on this topic in 2022:

- In July 2022, we convened a group of 13 doulas and doula-serving organizations to discuss the question: [How can we increase access to doula care for Black, Indigenous and 2SLGBTQ+ people in a sustainable way?](#) The session culminated in a set of ideas to expand community-based, reproductive justice doula care in Canada.
- In October 2022, we extended the dialogue to a broader group of folks doing and leading birthwork in Black, Indigenous and 2SLGBTQ+ communities, as well as allies and learners.

#### Current Thinking: Work Towards Seeding a Doula Fund

Based on feedback from participants, the Daymark Foundation is initiating steps towards the creation of a multi-year Doula Fund. This is intended as a collaboratively governed pot of funding allocated to doulas/doula organizations/collectives to support immediate needs as they arise, with minimal access barriers. This could include financial support for wellness, peer connection, debriefing time with other doulas, training<sup>1</sup>, covering costs for high-needs clients, and any other needs to support doulas and their work. The doula community would set the scope and guidelines for the Fund, with a backbone organization responsible for managing transactions to funded projects and reporting to the funder(s).

**Our goal is to raise \$500,000 for this Doula Fund (including Daymark's contribution).**

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<sup>1</sup> The other highly-prioritized concept that arose out of these discussions, Comprehensive Training on Reproductive Justice Doula Care, could be pursued via this Fund.

Foundational Principles	Examples
<b>Collaboration and Non-Competition</b>	Avoid situations where individual doulas or doula organizations compete for funding, or where one organization holds all the power
<b>Balance Between Short-Term Needs and Long-Term Sustainability</b>	Provide financial support for immediate needs while also spending due time on developing strategies to advance the sustainability of doula care for equity-deserving groups in Canada
<b>Thinking Nationally, Acting Locally</b>	Foster inclusion of doulas and doula groups across Canada, while recognizing the diverse needs this fund will respond to within individual communities
<b>Community Empowerment</b>	Embody the principles of trust-based philanthropy in the distribution of funds and in the relationship with the funder(s)

### The Opportunity: Grant to Support Collaboration on a Project Proposal

Recognizing that designing a project requires significant time and energy – especially for birthworkers who are already capacity-stretched – the **Daymark Foundation is offering up to \$25,000 to support the collaborative design of a detailed project plan and budget.**

For clarity, this grant is only intended to cover costs related to designing the project plan, and not for the implementation of the project itself. The final project plan would then be shared with the Daymark Foundation (and potentially other funder collaborators) for funding consideration.

<b>Applicant Partnership Groups</b>	<ul style="list-style-type: none"> <li>Applicants must comprise a minimum of 3 doulas, doula organizations/collectives and/or doula ally organizations applying as a partnership and submitting a single Expression of Interest. There is no maximum limit to the number of partners that can be included in the applicant partnership group.</li> </ul>
<b>Partnership Criteria</b>	<ul style="list-style-type: none"> <li>The majority of partners within the applicant partnership group must have a specific focus on birthwork/doula care for equity-deserving communities (i.e., Black, Indigenous, 2SLGBTQ+)</li> <li>All partners in the group must display commitment to playing a hands-on role in designing the project concept and writing the full proposal. However, applicant partnership groups can also list <u>additional</u> partners who may serve in advisory (hands-off) roles.</li> <li>All partners in the group must display commitment to implementing the proposed project should funds for implementation be approved.</li> </ul>
<b>Grant Amount</b>	Maximum of \$25,000
<b>Grant Period</b>	Up to 4 months (anticipated period is February-May, 2023)
<b>Disbursement of Funds</b>	Funding will be granted to the applicant partnership group, and disbursed to the applicant's designated receiving organization, who will then distribute these funds among partners and cover expenses.



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<b>Eligible Expenses</b>	<ul style="list-style-type: none"><li>• Staff time (e.g., a percentage of salaries or hourly rates to cover wages, fees and honorariums to enable participation)</li><li>• Travel-related expenses (e.g., transportation, accommodation, meals)</li><li>• Meeting costs (e.g., meeting spaces and supplies)</li><li>• Technology costs (e.g., online collaboration software subscriptions; technological devices required to facilitate collaboration or productivity)</li><li>• Consultant fees (e.g., additional consulting fees related to soliciting expertise from any additional partners serving in an advisory or hands-off role)</li><li>• Any additional expenses required to facilitate collaboration (a rationale for any additional expenses must be specified in the Expression of Interest)</li></ul>
<b>Final Deliverables of this \$25k grant</b>	<ol style="list-style-type: none"><li>1. Detailed project plan</li><li>2. Detailed implementation budget</li><li>3. Collaboration Agreement/Terms of Collaboration for the partnership</li></ol>
<b>Application Format Options</b>	<ul style="list-style-type: none"><li>• Written application</li><li>• Video application</li><li>• In-person or virtual meeting</li></ul> <p><i>In all cases, applicants should address the Expression of Interest Questions below.</i></p>

## Expression of Interest Questions

### Applicant Partnership Group Information:

- **Partner Descriptions:** Include a brief description of each partner in the group
- **Collaboration History:** Have you worked together before? Please describe any past history of working or collaborating together.

### Doula Fund Concept:

- **Brief Description of Project Idea:** What is your vision for the Doula Fund? Why is it important? What do you expect it will achieve?
- **Long-term Sustainability Aspect:** How might the Doula Fund create the infrastructure and readiness to pursue longer-term strategies for expanding and sustaining doula care?
- **Readiness and Approach:** What makes your group of collaborators well-suited to lead the creation of a Doula Fund? How would you fulfill this role in an inclusive, empowering way?

### Collaboration Process:

- **Use of Funds:** How do you foresee using the grant to enable you to collaboratively develop a full project plan and budget?
- **Anticipated Challenges:** What challenges do you think you might face in this collaboration process, and how would you overcome them?

Written and video applications can be submitted via email to [andre@daymarkfoundation.ca](mailto:andre@daymarkfoundation.ca)



To share your ideas through an in-person or virtual meeting format, please notify us by January 30 to book a meeting during the week of February 6-10.

## Frequently Asked Questions

**1. If collaboration and non-competition are important, why is Daymark putting out a Call for Expressions of Interest?**

Our priorities at this stage are transparency and access – we want to ensure that no one has privileged access to funding and that anyone, regardless of our relationship status with them, can express their interest in designing this Doula Fund. If we receive multiple requests, we will try to connect and find synergies between applicants.

Receipt of this design grant has no implications for whether a doula group/organization would have access to the Doula Fund itself.

**2. Does the receiving organization have to be a charity?**

No, we are able to flow funds to a non-profit and even a collective, however there may be some additional paperwork and requirements involved (as per CRA regulations at the time).

**3. Could the Fund be accessed by doulas working with other people of global majority?**

We have decided to keep Daymark’s own scope to Black, Indigenous and 2SLGBTQ+ communities due to the evident link between perinatal mental health and systemic discrimination within these populations. That said, if there was an argument in favour of expanding the Fund to other PGMs, we would be open to hearing it.

**4. Is the “receiving organization” the same as the “backbone organization”?**

The receiving organization is specific to the Design Grant, whereas the backbone organization would be for the Fund itself. The concept is the same in that we can fund a collaborative, but ultimately one organization needs to receive the money. The organization receiving the funds for the design grant does not need to be the same as the organization that would ultimately receive it for the Fund itself.

**5. Who will be evaluating the Expressions of Interest?**

Daymark staff will assess the requests received, and may tap into advice/guidance from its doula community partners outside of Canada. The final decision on who receives the funding will be made by Daymark staff and Board.