

March of Dimes

2012 Chapter Community Grants Program
COMMUNITY AWARD APPLICATION COVER SHEET



Region: 11

Applicant Organization Hidalgo County Health and Human Services WIC Program
Website: http://co.hidalgo.tx.us/wic
Project Title Hidalgo County WIC Baby Cafe
Street Address 3105 W. University Dr
City/State/Zip Code Edinburg, Texas 78539
Contact Name Norma L. Longoria, MS, LD
Phone/Fax 956-381-4646; 956-380-4056 Fax
E-mail norma.longoria@wic.co.hidalgo.tx.us
Executive Director/email same as above

Description:

(Please include a brief description of how Community Award funds would be used)

The Community Award funds would be used to provide March of Dimes pamphlets, baby hygiene items and diapers for moms that attend our Baby Cafe. (See attached description of Baby Cafe)

Please indicate the following:

Approximately how many individuals will be served by your project? 200
List the race/ethnicity of the majority of individuals served (if applicable): Hispanic
Total Community Award requested: \$ 3,000
Check should be made out to: Hidalgo County WIC Baby Cafe
Check remittal address if different from above: _____

I understand the grant period is from July 1 – December 31, 2012 and the project that my organization is applying for will provide the activities during the grant period.
 I understand a final report will be due by January 18, 2013.

Norma L Longoria 06/13/2012 Norma L. Longoria, WIC Director
Signature - Primary Staff Person Date Type Name and Title
Norma L Longoria 06/13/2012 Same as above
Signature - Executive Director Date Type Name and Title

Applications must be received by 5:00PM on 6/30/2012. Late applications will not be accepted.

Hidalgo County WIC Baby Café

Hidalgo County WIC Baby Café is a drop-in center offering free breastfeeding help, information and support in a relaxed environment. Hidalgo County WIC Baby Café is part of the Baby Café Charitable Trust out of the U.K. (www.thebabycafe.org). We welcome all pregnant women, breastfeeding moms and their supporters to our friendly drop-in center.

Mothers and potential mothers will receive:

- Information about pregnancy
- Information about breastfeeding
- Support with common breastfeeding problems
- Advice on returning to work while still breastfeeding
- Information on re-lactation and weaning
- Information about other agencies

A relaxing non-clinical, café-style environment is the setting that will be provided. Decaff coffee, tea and a healthy snack will be available. A child friendly play area is also available for accompanying children.

We would like to provide March of Dimes health education materials for every woman and their supporter that attends along with incentive items such as baby hygiene items and diapers. This would act as an incentive to get the word out to other moms so that they will visit Baby Café too.

Hidalgo County WIC Baby Café is located behind the North San Juan Resource Center 509 E. Earling (Nolana) Road. Our hours of operation are Mondays and Wednesdays from 2:00 p.m. to 4:00 p.m. Also, the 1st and 3rd Saturdays from 9:00 am to 12:00 pm. Approximately opens 20 hours a month. The facility is staffed by a Lactation Consultant and a Peer counselor at all times to help moms.

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Chapter Community Grants Program
2012 COMMUNITY AWARD BUDGET PAGE



Region: 11

Organization: Hidalgo County Health and Human Services WIC Program
Grant Period: July 1 – December 31, 2012

Project Name: Hidalgo County WIC Baby Cafe

BUDGET (Please detail how funds will be spent) <i>Funds <u>may not</u> be used to support equipment or furniture, individual tuition or conference fees, dues or membership fees, employee salary or programs requiring long-term March of Dimes funding.</i>	PROPOSED AMOUNT
March of Dimes Material	\$ 1500
Baby Hygiene items and diapers	\$ 1500
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
TOTAL AMOUNT REQUESTED <i>(Please <u>round</u> figures to the <u>nearest dollar</u> and <u>check budget totals for accuracy.</u>)</i>	\$ 3000

Norma L Longo 6/13/2012
Signature – Primary Staff Person Date

Norma L Longo 6/13/2012
Signature – Executive Director Date