



## ABOUT THE PERFECT PUSH FOUNDATION

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**The Perfect Push Foundation (TPPF) is a 501c3 nonprofit organization** focused on empowering the underserved and at-risk to address maternal and fetal mortality in their communities here in the United States and around the world.

If you consider the following statistics, the need for The Perfect Push Foundation's existence becomes obvious:

**Black women are 4x more likely to die from pregnancy-related issues compared to white women.**

**Black babies are 2x more likely to die before their first birthday as compared to white babies.**

**Among those who gave birth in 2014, 7 out of 100 black women developed preeclampsia. The reported rate in white women was 40 percent lower.**

**As such, rates of preterm birth are higher among black women, and quality of maternity care is lower.**

**American Indian and Alaskan Native women also face a higher risk of pregnancy-related complications and maternal death, compared to white women.**

Statistics provided by [Healthline.com](https://www.healthline.com)

As an immigrant, woman of color, medical practitioner and mother living in a country that has afforded me much good fortune, I realized that I could no longer bury my head in the sand and remain detached in the face of such blatant health disparities. **Healthcare - good healthcare - is a basic human right.** And as the great Nelson Mandela said, "To deny people their human rights is to challenge their very humanity."

**- Rue Khosa, Founder**



## GRANT POLICIES

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### ELIGIBILITY

The Perfect Push Foundation grants are made exclusively for charitable, educational, scientific and literary purposes. Charitable organizations are eligible to apply once in a twelve-month period, regardless of the approval status of the last application.

The Perfect Push Foundation partners with local maternal-child health organizations and social services to promote and protect sustainable solutions that address maternal and infant morbidity and mortality in at-risk and underserved communities around the globe.

Site visits or meetings with the applicant may be requested before a formal proposal is initiated or prior to a final determination.

### GEOGRAPHIC AREA

The Perfect Push Foundation's complete scope of aid to these communities comes in the form of grants and scholarships. Grants will be awarded on an international level while scholarships will be distributed to further domestic efforts.

### GUIDELINES

**It is the general policy of the Perfect Push Foundation to favor projects:**

- Providing culturally-sensitive maternity and pediatric training to community members
- Creating or utilizing Innovative and sustainable technology, prioritizing low-tech, translatable solutions
- Enabling community leaders/providers to render proactive family-planning education to women, girls, and their families.
- With recognizable benefits and lasting effects
- Not normally financed by public tax funds
- That will become self-sustaining
- With expenditures for tangible assets, specific programs or capital improvements (submitting design plans and cost estimates is required)

### GUIDELINES cont.

And reject projects that:



- require payments in installments in future years
- involve permanent or continuing subsidization

Typically, the Foundation does not support grants for:

- salaries and administrative costs
- permanent or continuing support
- debt reduction
- endowments
- individual sponsorships
- fundraising events such as tickets, tables and advertising

## APPLICATION PROCESS



## TIMETABLE

Grant applications will be accepted **June 1st - August 31st**. The Perfect Push Foundation Board of Directors will review applications thereafter with recipients being notified by **December 1st**.

## CONTENTS

All grant requests must include the following:

- A. Completed Grant Request Form provided by the Foundation
- B. Full description of the project for which funding is sought. i.e. What is the reason for the request? When and where will this project take place? List and explain the key participants involved and their respective roles. What is your overall objective with the project? How do you plan on implementing the project using the requested funds? How does your project support Foundation priorities?

## COPIES

Materials should be delivered or mailed to:

The Perfect Push Foundation  
15127 NE 24th St. Box. 301  
Redmond, WA 98052

Or emailed to:

[Foundation@theprecfectpush.com](mailto:Foundation@theprecfectpush.com)

Specific application or program questions should be directed to the Foundation by emailing [Foundation@theprecfectpush.com](mailto:Foundation@theprecfectpush.com).

## DETERMINATIONS



Requests for funding are reviewed by The Perfect Push Foundation Board of Directors and each grant will be carefully considered. All grants are evaluated on a case-by-case basis based on the intrinsic value of the proposed project, priorities established by the Foundation, and funds available. From time to time, the Directors may initiate special grants for potentially significant causes.

Furthermore, the Foundation does not exclude any particular kind of request as long as it meets the guidelines set forth herein. Under unique circumstances, determinations are made that extend the scope of the Foundation's usual and customary procedures.

Letters of award or denial are typically sent to each requesting organization within 7-10 business days following the Board meeting where the final decision is made. The organizations selected will be honored and publicly announced at the annual Gala held in May.

Any Director of The Perfect Push Foundation serving in an Officer capacity with a requesting organization will abstain from voting on any matter pertaining to the grant with whom the common relationship exists.

## CONDITIONS OF AWARD

Grants must be used solely for the purpose outlined in the application, approved by the Foundation's Board of Directors, and as described in the letter of award.

Permission of The Perfect Push Foundation must be sought in advance where changes are necessary to help the funded project.

The Perfect Push Foundation reserves the right to terminate an award if the grant holder is unable to pursue the project funded by the grant.

Upon completion of the project, grant recipients are required to mail a final report to the Foundation summarizing key activities, results, future plans, and subsequent funding initiatives.

## LOGO / NAME RECOGNITION

Requests to use The Perfect Push Foundation name or logo on plaques, memorials, websites, advertising and any collateral or promotional materials must first be reviewed and approved by the Foundation's Board of Directors.



## GRANT REQUEST FORM

### APPLICANT NAME & ADDRESS

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### Brief Grant Description:

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Contact: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Amount Requested: \_\_\_\_\_

Matching: Yes \_\_\_\_ No \_\_\_\_

I/we acknowledge that in the event this request is approved that there will be grant requirements that must be agreed to in writing before disbursement of funds. Requirements may include but are not limited to:

### REQUIRED DOCUMENTATION

{Please refer above for additional details.}

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|---|--|
| <input type="checkbox"/> Project Overview & Objectives                          | <input type="checkbox"/> Year-End Financials (audited if available)    |
| <input type="checkbox"/> History & Goals of Requesting Organization             | <input type="checkbox"/> Operating Statement (audited if available)    |
| <input type="checkbox"/> List of Board Members / Key Staff / Major Contributors | <input type="checkbox"/> Annual & Project Budgets                      |
| <input type="checkbox"/> Copy of IRS 501(c)(3) Determination Letter             | <input type="checkbox"/> Tax Form 990, 990-EZ or 990-N in its entirety |

### ACKNOWLEDGEMENTS



I/we also acknowledge that everything included in this application is public and may be used by the Foundation.

I/we acknowledge that the Foundation has the sole and absolute discretion of approval of grant applications and whether or not to proceed with all or part of the disbursement, disbursement date and determining whether to modify or change the terms of the disbursement. Applicant agrees that it shall on challenge or dispute any action or decision taken by the Foundation.

**ORGANIZATION CERTIFICATION**

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**Printed Name**

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**Official Title**

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**Signature**