



## Community Partnership Collaborative



Funding  
to implement projects



Monthly group and individual  
technical assistance to keep  
projects on track.



Opportunities to learn  
from others in your state and  
throughout the Midwest.

Increasing families' access to care

# Community Partnership Collaborative

A Community Partnership Collaborative is a group of local organizations supporting one another to implement projects, unique to their communities. The collaborative has a common goal to increase access and continuity of care.

## Timeframe

Spring (generally March-May) through the end of September. Timeframes vary based on federal grant funding cycles.

## Project Requirements

Projects are required to:

- Develop or expand access to care through the implementation of a service or coordination efforts that improve continuity of care between or among agencies and programs. Projects can be new or can accelerate an existing project.
- Have a specific focus on working with the maternal and child health population.
- Collaborate to grow existing or identify new partnerships to implement projects. Priority is given to projects that collaborate with entities outside of the “walls of public health.” Examples include: hospitals, clinics, community-based organizations, coalitions, and community groups. WIC must be included in the project implementation.
- Develop partnerships and/or implement projects that lead to policy, systems, or environmental change. Community events will not be selected and/or funded.

## Examples Projects

Projects are chosen by the local community organization and can be a new or existing project that could benefit from more support.

### EXAMPLES OF PAST PROJECTS

- Completing community breastfeeding needs assessments and implementation plans.
- Developing a network or coalition of lactation and maternal and child health providers.
- Creating consistent messaging through shared education among agencies.
- Assisting childcare homes, centers, and workplaces to support breastfeeding.
- Increasing access to doulas.
- Implementing referral systems.
- Integrating staff into the local birthing hospital, clinics, or other community organizations.
- Increasing the number of accessible Certified Lactation Counselors by purchasing training and developing mentorship support.
- Increasing awareness and support of WIC by hosting community meetings and lunch and learn presentations at local organizations.
- Development of Emergency Preparedness Kits / Infant Feeding Plans and Policies.
- Milk Depot Site Development.
- Supporting lactation for incarcerated families.
- Partnering with crisis centers / domestic violence shelters to ensure continuity of support.

For more ideas on projects that lead to systems, policy, and environmental level change please see the [NAACHO Breastfeeding Continuity of Care Blueprint](#).

# Funding

## ALLOCATION & TIMELINES

- Participating organizations can write for up to \$5,000 in incentives to implement their project – more funding may be available.
- Final incentive allocations for the identified project must be submitted by the end of the second month of the collaborative or earlier using the Coffective provided *Incentive Allocation Plan Template*.
- All allocated funding in the *Incentive Allocation Plan* must be utilized by August 1st, 2025.
- Changes to the submitted *Incentive Allocation Plan* may be approved during the grant period but must align with project goals.

## FUNDING DISSEMINATION & USE

- Local agencies do not receive the funding directly. Coffective acts as a fiscal agent and processes all transactions on behalf of the local agency, allowing funds to be accepted and bypass lengthy approval processes. Coffective is not able to reimburse local agencies for costs. *Example: Local agency provides web links or invoices, and Coffective will process the payment on their behalf.*
  - Local agencies must submit an invoice / purchase order for any food orders. Coffective will not complete an online order on your behalf or send gift cards, as some companies do not accept gift card payments.
- All purchases must be used within the grant period and not for future use, unless approved.
- Funding cannot be used for personal benefit or to supplant participating agency staff time or operating costs.
- Funding cannot be used for one-time events or activities that do not align with the overall objective and/or contribute to larger systems change. For example, a one-time community event offering free breastfeeding supplies or brief education without follow-up programs, training for healthcare providers, or long-term initiatives to improve access and support for breastfeeding families would not contribute to a larger systems change.

## EXAMPLE INCENTIVE USES

- Gift card incentives for community members participating in community meetings.
- Gift card incentives for community members to complete community needs assessment surveys and/or in-person focus groups.
- Training costs to increase the number of certified lactation professionals.
- Lunch and learn, community meeting, and presentation expenses can include food and supplies.
- Materials and equipment to improve access to breastfeeding-friendly spaces and programs.
- Education materials and subscriptions to improve consistent messaging and continuity of care / referrals among organizations.
- Marketing materials to share about lactation programs and services available.

## Monthly Technical Assistance

Throughout the grant duration, local agencies meet 1:1 with a Coffective support team member. Meetings are scheduled recurring monthly throughout the grant period. Coffective provides the following support customized to each agency.

- Determine goals, objectives, and activities.
- Identify collaborative projects and community partnership opportunities.
- Develop and execute budgets.
- Check-in from previous call including goals and engagement of community partners and any next steps needed to be completed.
- Progress is tracked towards collaborative activities and goal.
- Discussion on lessons learned from the project and documentation to share with others. Lessons learned and progress towards goal are documented to be shared upon completion.
- Coffective Community Partnership Coordinator provides meeting notes, next steps, and resources as appropriate.
- Local agencies prep for End of Grant Sharing Call Presentations.
- Incentive plans are tracked and updated to meet August 1st deadline for disbursement.
- Review successes within existing organization processes that can be shared with other communities.

## Participation

Participating collaborative agencies agree to identify and designate at least one agency representative to:

- Develop the agency project goals and corresponding incentive allocation plan.
- Participate in collaborative group sharing calls.
- Schedule and participate in monthly 1:1 technical assistance check-ins.
- Develop of project presentation for the End of Grant Sharing Call in October.
- Dedicate time each month to work towards completing action steps to meet project goals.
- Complete an evaluation survey and review and edit the agency's final report.
- Meet Community Partnership Collaborative deadlines specified below under "Work Plan".
- Share photos and materials used or developed to support the project to highlight and share your project.

# Community Partnership Collaborative Work Plan

The total duration of the grant and corresponding monthly timeline is determined upon federal funding approval, generally March-May. While the grant's start date may fluctuate, the end date is set by federal deadlines of September 30th. Below is a sample work plan for a six (6) month collaborative (April-September). A finalized work plan will be sent when federal budgets are confirmed.

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### Group Sharing Call – Kick Off!

All collaborative participants in a state join a kick-off call to orient them to the initiative including an overview of the work plan and deliverables and meet the Coffective Community Partnership Coordinators. Local agencies are also encouraged to share project ideas and goals.

APRIL

### 1:1 Monthly Technical Assistance Call: Get to Know You

Agencies discuss project ideas, create goals, objectives, and action steps, and develop a project budget. Agencies share information and provide an in-depth synopsis of their organization including strengths and successes, barriers and needs, current partnerships and initiatives, and partners they would like to strengthen partnerships with including data sources, and communication channels. Goals are developed and incentive allocation is determined.

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### Group Sharing Call

Local agencies join a second group call to finalize project ideas and share with one another. State WIC agencies are invited to attend to provide state and local level connections as appropriate to support the projects.

MAY

### 1:1 Monthly Technical Assistance Call: Ongoing Partnerships + Engagement

- Check-in from previous call including goals and engagement of community partners and any next steps needed to be completed. Progress is tracked towards collaborative activities and goals.
- Final review and approval of incentive plan, if not already completed.

**DEADLINE:** Final incentive allocation plans are due by the end of the second month of the collaborative. *Incentive Allocation Plans* can be submitted before month two (2).

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JUNE

### 1:1 Monthly Technical Assistance Call: Goal and Activity Progress

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### Group Sharing Call

Local agencies join the third group sharing call. The purpose of the call is for local agencies to connect and share updates on progress and resources and connections to support further project development and implementation. State WIC attends group calls to provide additional support and connection.

JULY

### 1:1 Monthly Technical Assistance Call: Goal and Activity Progress

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**Midwest Regional Sharing Call**

A learning opportunity hosted by Coffective for all WIC agencies across the Midwest states participating in Community Partnership Collaboratives; states include Illinois, Iowa, Michigan, Minnesota, and Ohio. Each WIC agency shares an update on their collaborative goals and activities and an opportunity to cross-connect with one another.

**AUGUST**

**1:1 Monthly Technical Assistance Call: Goal and Activity Progress**

**DEADLINE:** August 1, 2025. All allocated funds must be spent.

**DEADLINE:** August 29, 2025. Projects completed and/or near the final phase of implementation.

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**REPORTING - 1:1 Monthly Technical Assistance Call**

- TA coordinators meet with the local community to complete local community reports.
- Local agencies support the development of lessons learned and share resources and tools developed throughout the grant process.
- Local organization completes a short evaluation via Survey Monkey of their participation and experience in the collaborative.
- Local agencies prep for October End of Grant Sharing Call.
- Any final details are discussed, and the grant is closed out.

**SEPTEMBER**

**DEADLINE:** September 10, 2025. Final reporting and evaluation survey is due.

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**End of Grant Sharing Call: Presentation of Collaborative Project**

All WIC agencies in each individual state are invited to attend an End of Grant Sharing Call hosted in October. The five (5) participating WIC agencies in the collaborative present/share their projects, resources, outcomes, and lessons learned from the collaborative.

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**OCTOBER**