

November 8, 2019
Seed Money Webinar Q & A

Q: Does the project need to stay within the geographic boundaries of our coalition area?

A: The right project that benefits your community may bleed into other counties or areas. You know your area and we want your creativity to shine.

Q: Will the seed money be reimbursable, or will MBC cut a check to the local coalition?

A: MBC can write a check if the coalition can house the money itself, or MBC can be your fiscal agent if your coalition doesn't have that capacity.

Q: What data or proof should a coalition use to demonstrate need?

A: We aren't looking for requests full of data. You don't need to prove that breastfeeding is impactful, but we are looking for proof that you do know your community and that you know about this need, either through anecdotal evidence or through some data that has come your way.

Q: How are the requests going to be judged when choosing which to fund?

A: MBC will put together a matrix based on the criteria listed in the project plan and request form, and the members of the Seed Money work group will read through requests, and score them using the matrix. When reviewing requests in December, the Seed Money workgroup reserves the right to contact coalitions for any clarification needed.

Q: What happens if a coalition does not use all the money they received?

A: That will be determined at a later date, should that occur.

Q: Are there any limitations on what the seed money can be used for, such as meals for a session with childcare providers?

A: One area that MBC cannot fund is education directly to health care providers. Rather MBC wants the projects to directly benefit the coalitions and the community. Paying for meals, childcare, travel, or other items that help engage community members is suitable. This is an open process that has very few restrictions but is based on how you know your community and your creativity.

Q: If we want to use the MBC logo on something, do we need to pay a fee? If we print resources, do we need to include the MBC logo on those items?

A: No, there is no fee, and you are not required to have the logo on any items, but you may. Permission by the MBC is needed before you can use its logo. MBC can provide you with logos that are print ready. Please do not use the logo on any items that are counter to the WHO Code. We would like attribution and recognition of the MBC, but these are your projects.

Q: Can this seed money cover IBCLC training?

A: That will depend on the project. Funding training may provide a definite benefit to the coalition and to your community, but it is also possible that funding training is only beneficial to one person. We are looking for projects that will strengthen your coalition or develop breastfeeding friendly environments.

Q: When does the seed money need to be used by?

A: By December 30, 2020.