



Free Support Group Expansion

REQUEST FOR PROPOSALS | 2025



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BACKGROUND & SUMMARY

OUR MISSION

It is our mission at Whole Parent Foundation to provide inclusive and accessible mental health support and community for pregnant persons, parents, partners, and their support systems in order to enrich the health and well-being of our Kansas and Missouri communities.

BRIEF HISTORY

The Whole Parent Foundation (WPF), established in 2021, is a Kansas City-based 501(c)(3) nonprofit providing compassionate, whole-person mental health and community support for all parents in the metro area. In 2022, WPF focused on strategic planning, board development, and forming partnerships with local organizations. In May 2023, WPF launched its programming, offering free weekly support groups for birthing people, partners, and caregivers experiencing, or at risk of, perinatal mental health challenges. Groups meet virtually most weeks and in person once a month to increase reach and accessibility for families.

At WPF, we understand that addressing mental health involves more than clinical care. Parents also need community and tangible resources to improve coping skills and support overall well-being. At in-person groups, we provide wraparound support, including free diapers, on-site childcare, and a warm meal with fresh food to take home. This model gives parents 90 minutes to focus on themselves, knowing their children are cared for and they have supplies for the week ahead. Participants consistently report feeling nourished, supported, and connected, leaving with new relationships and a renewed sense of belonging. Our inclusive approach welcomes partners, older children, and friends, recognizing that strong families thrive in strong communities.

In addition to group support and community, we recognize the need for accessible individualized care. We launched our Free Therapy Program in 2025, which provides free culturally appropriate, trauma-informed therapy sessions for underserved parents.



OUR VALUES

We value inclusion, diversity, equity, and accessibility (I.D.E.A.). We take actionable steps toward honoring these concepts. We believe every parent and caregiver—regardless of race, nationality, sexual orientation, gender, age, or ability—deserves accessible, culturally humble, compassionate mental health care. We do not make assumptions about parents who participate in our programming; rather, our approach is person-centered and person-led, allowing the person to feel in control of their own care. We are also committed to trauma-informed support, knowing that many of the parents who participate in our programming have experienced multifaceted discrimination. We seek to provide our participants with wraparound care, including referrals for physical needs, such as housing and food assistance.

Read more on our [website](#).



PROJECT PURPOSE & GOALS

PURPOSE

We aim to reduce the high mortality associated with perinatal mental health conditions by increasing access to social support services that are currently lacking across the state. Mental health conditions are the leading, and most preventable, cause of pregnancy-related deaths in Missouri. Peer-led support groups are an evidence-based source of support for at-risk parents.

Through this initiative, we will identify seven spoke organizations who will lead at least one 8-week WPF support group using our curriculum: one organization in each region of Missouri (Northwest, Southwest, Northeast, St. Louis Metro, Southeast, and Central) and one additional organization to offer a Spanish version of our support group. We will prioritize rural communities and parents in maternity care deserts.

GOALS

We intend that parents and caregivers will feel supported, heard, and validated, and will learn and access the resources that are available to them. They will have the time and space to connect with others who are experiencing the same joys and hardships, and they will cultivate a village of fellow parents. They will feel more empowered and more understood in their parenthood journey.

We will look for increased feelings of support, and improved confidence in coping skills and managing their own emotions as measured through pre/post surveys.



PROJECT SCOPE & TIMELINE

In partnership with local organizations, WPF will provide training, oversight, and trauma-informed guidance to ensure consistent, inclusive care. Each organization will implement our existing model for support groups in their area for one 8-week session, with the option and encouragement to extend beyond the initial eight weeks.

The following are included and provided by WPF:

- evidence based curriculum;
- stipend, training;
- social media content;
- marketing materials;
- and ongoing support from WPF.

TIMELINE

The expected timeline for this project is as follows:

2025

August 31	RPF open
October 1	Application deadline
October 15	Selected organizations notified
October 31	Contracts due; meeting on WPF philosophy of care, resource identification, programming logistics, marketing
November 1	Begin trainings, group shadowing, marketing
December 15	Deadline for completing training and program logistics

2026

January 5	50% funds disbursed
January	Hold first support group
February	Mid-point meeting; discussion of extending beyond March
February 15	50% funds disbursed
March	Conclusion of first cohort

REQUIREMENTS

ELIGIBILITY REQUIREMENTS

- 501(c)(3) nonprofit focused on perinatal care, postpartum care, and/or families
- Operate within one of the following Missouri regions: Northwest, Northeast, Central, Southwest, Southeast, or St. Louis Metro ([link to map](#))
- For Spanish speaking group(s): Fluency in Spanish
- Demonstrate alignment with WPF stated values, including commitment to inclusivity and cultural competence
- Willingness to complete trainings on supporting parents and facilitating peer-led support groups
- Bandwidth to host virtual video meetings
- Preferred: Have staff or volunteers with experience supporting parents or facilitating groups

Ineligible: Schools, individuals, organizations operating outside of Missouri, political parties or candidates, religious organizations whose primary purpose is religious doctrine

PROGRAMMATIC REQUIREMENTS

The requirements of those chosen for the program are as follows:

- Shadow one virtual group
- Shadow one in-person group (can be via Zoom)
- Onboarding
 - Welcome & WPF philosophy of care; resource identification
- Trainings
 - Curriculum training
 - Trauma-informed care
 - Cultural competency
 - Peer-led facilitation models
- Site visit with Kim Hawley, LMSW (President)
- Mid-point assessment
- Data collection
 - Attendance, spending, pre/post surveys, feedback

EVALUATION

We will require several data points to be reported back to WPF. These are mandatory for all spoke orgs and will be primarily used for future grant and funding opportunities. Data to be collected includes but is not limited to: attendance numbers, survey responses, long-form feedback, finances.

PROPOSAL GUIDELINES

Proposals are due on September 30, 2025, and can be submitted through our online application [here](#). We also have a [PDF available](#) for download that outlines the questions in the application for your convenience.

Proposals should include

- Organization overview
- Geographic area served
- Qualifications & experience
- Strategic alignment
- Implementation and support
- Commitment to evaluation

QUESTIONS?

Please review our [Frequently Asked Questions page](#) on our website.

Any additional questions can be directed to expansion@wholeparentfoundation.org.

TESTIMONIALS



"We found the Whole Parent Foundation looking for a support group to join as first-time parents. Finding this group has been a godsend. It has helped us build a sense of community and support. Grateful that we have another resource to help us connect and learn as we go on this new journey!"

"WPF has validated all the good, bad, and sometimes ugly feelings I experience as a parent. Parenting is not easy and WPF provides a safe environment for support. I also appreciate that it is free and accessible to everyone."

"No matter where people are or what role they play in the parenthood journey, I believe WPF lives up to its mission of providing inclusive and accessible support and community for all. As a participant of the group sessions, having the space to hear and learn about others' experiences and perspectives has aided in improving my mental health. The leadership truly believes in the cause, and I cannot wait to see the growth of the organization in the future."

"I found Whole Parent Foundation at a really difficult transition in my life, on top of becoming a first time mom. WPF has created an inclusive community and space for me to connect with other parents in a way I didn't know I needed. Connecting with other parents who are in the trenches has been so validating and uplifting, even in the heavy moments. The accessibility of the support groups (food, childcare, diapers, community) has allowed me to take time and space I need to take care of myself without judgment. WPF is going above and beyond to fill the gaps in mental health and community health for families of all shapes, sizes, and backgrounds."

*Photo credit: Jana Marie Photography