



Roots Community Health

PROJECT NAME: Village Care

Project Need: Black birthing people in Alameda County experience disproportionately high rates of maternal mortality, preterm birth, and birth-related trauma due to systemic racism, financial instability, and limited access to culturally responsive care. To address these disparities, Roots Community Health seeks funding for **Village Care**, a culturally responsive Doula and Early Childhood Development Program. Through Family Health Navigators trained as doulas, families receive prenatal education, labor support, postpartum care, home visiting, developmental screenings, and resource navigation. In partnership with BANANAS, Village Care also connects families to childcare and early learning resources, creating a seamless continuum of support from pregnancy through early childhood.

Organization: Founded in 2008, Roots Community Health is a Black-led organization dedicated to advancing health equity and improving outcomes for historically underserved communities. Through its Whole Health Model, Roots provides healthcare, behavioral health, outreach, case management, and family support services throughout the Bay Area. Roots is uniquely qualified to implement Village Care based on its successful maternal health programming, trusted community relationships, experienced staff, and proven ability to deliver culturally responsive, trauma-informed services that improve family well-being.

Transformational Impact: Village Care will directly serve up to **70 families** and provide up to **18 months of coordinated support** from pregnancy through early childhood. The program will improve maternal and infant health outcomes, increase access to prenatal and postpartum care, strengthen family stability through connections to essential resources, and support healthy child development and school readiness. By addressing both healthcare needs and social determinants of health, Village Care creates lasting, multigenerational impact for Black families in Alameda County.

Project Finances: Roots Community Health seeks **\$100,000 from Impact100 East Bay** to launch Village Care in Alameda County. Funds will support doula training, Family Health Navigator staffing, outreach, participant services, home visiting, family resource navigation, and program evaluation during the first year of implementation. Following the grant period, Village Care will be sustained through county and state maternal health funding, Medi-Cal reimbursement opportunities, philanthropic investments, early childhood funding streams, and integration into Roots' existing maternal and family health infrastructure.