



A Prescription for Health, Hope, and Opportunity

Cash for Moms and Babies

Rx Kids Funding Summary: High Priority Genesee County Communities

Rx Kids is the nation's first community-wide prenatal and infant cash prescription program. Launched in Flint and expanded to other high-need communities throughout the state, Rx Kids is a place-based program that provides all expectant mothers a one-time prenatal prescription of \$1,500 and a monthly prescription of \$500 for the first 6 or 12 months after birth. Effective and efficient—and based on extensive evidence, Rx Kids is changing the lives and trajectories of a generation of children – and entire communities.

Rx Kids is a program led by Michigan State University Pediatric Public Health Initiative and administered by the nonprofit GiveDirectly. For maximum impact, fidelity, and replicability, Rx Kids is a plug-and-play program with central oversight, administration, fundraising, marketing and communications, and evaluation. In every Rx Kids community, we work with a designated local Community Champion and unlimited Stakeholders on outreach, engagement and celebration.

Funding for Rx Kids is a public-private partnership; generous support from the State of Michigan is matched with funds from municipalities, foundations, nonprofits, corporations, and individual donors. The State of Michigan has invested \$250 million over three years into this groundbreaking public private partnership, allowing the program to significantly expand to additional high-need communities while simultaneously reducing the other (non-State) dollars needed to launch the program.

Interested funders can support Rx Kids launches in specific communities and/or there is also an opportunity to contribute to a statewide pool or to support other Rx Kids efforts such as research (1:1 match), communications, or special events. Funds secured for cash prescriptions can be directed to a local fiduciary, MSU or GiveDirectly.

Once a community has been selected and other funds have been committed, Rx Kids will be slated to launch either the prenatal + 6 month or the prenatal + 12 month program. Of note, communities may transition to the prenatal + 12 month program in subsequent years with additional funding. Ideally, 3 years of match support will be committed prior to launch; however, programs may launch with a minimum of 1 year of committed funds with plans for ongoing fundraising for subsequent years. To ensure no delay in program delivery, funding for subsequent program years must be committed 6 months prior.

Mount Morris Township, Montrose, Flint Township, Genesee Township, Mount Morris, Montrose Township, have all been identified as a priority for Rx Kids expansion due to their high rates of births covered by Medicaid (67% overall) – a direct indicator of economic hardship among families with a new birth. In addition, we have heard continued community interest to expand to other Genesee County communities since launching in Flint in 2024

Below are provisional cost estimates for Rx Kids in high priority Genesee County communities

Rx Kids - Funding Summary for Cash Prescriptions*				
All High Priority Genesee County Communities 864 births/yr per MDHHS Vital Records 67% Medicaid Birth Rate				
	Annual Cash Rx Cost	Annual State Funds**	Annual Match Funds <i>(Includes 10% admin)*</i>	Match Funds x 3 years <i>(Includes 10% admin)*</i>
Prenatal + 6 month	\$3,888,000	\$3,499,200	\$427,680	\$1,283,040
Prenatal + 12 month	\$6,480,000	\$3,499,200	\$3,278,880	\$9,836,640
Flint Township 325 births/yr per MDHHS Vital Records 66% Medicaid Birth Rate				
	Annual Cash Rx Cost	Annual State Funds**	Annual Match Funds <i>(Includes 10% admin)*</i>	Match Funds x 3 years <i>(Includes 10% admin)*</i>
Prenatal + 6 month	\$1,462,500	\$1,316,250	\$160,875	\$482,625
Prenatal + 12 month	\$2,437,500	\$1,316,250	\$1,233,375	\$3,700,125
Montrose 16 births/yr per MDHHS Vital Records 69% Medicaid Birth Rate				
	Annual Cash Rx Cost	Annual State Funds**	Annual Match Funds <i>(Includes 10% admin)*</i>	Match Funds x 3 years <i>(Includes 10% admin)*</i>
Prenatal + 6 month	\$72,000	\$64,800	\$7,920	\$23,760
Prenatal + 12 month	\$120,000	\$64,800	\$60,720	\$182,160
Montrose Township 49 births/yr per MDHHS Vital Records 57% Medicaid Birth Rate				
	Annual Cash Rx Cost	Annual State Funds**	Annual Match Funds <i>(Includes 10% admin)*</i>	Match Funds x 3 years <i>(Includes 10% admin)*</i>
Prenatal + 6 month	\$220,500	\$198,450	\$24,255	\$72,765
Prenatal + 12 month	\$367,500	\$198,450	\$185,955	\$557,865
Genesee Township 211 births/yr per MDHHS Vital Records 64% Medicaid Birth Rate				
	Annual Cash Rx Cost	Annual State Funds**	Annual Match Funds <i>(Includes 10% admin)*</i>	Match Funds x 3 years <i>(Includes 10% admin)*</i>
Prenatal + 6 month	\$949,500	\$854,550	\$104,445	\$313,335

Prenatal + 12 month	\$1,582,500	\$854,550	\$800,745	\$2,402,235
Mount Morris Township 226 births/yr per MDHHS Vital Records 74% Medicaid Birth Rate				
	Annual Cash Rx Cost	Annual State Funds**	Annual Match Funds <i>(Includes 10% admin)*</i>	Match Funds x 3 years <i>(Includes 10% admin)*</i>
Prenatal + 6 month	\$1,017,000	\$915,300	\$111,870	\$335,610
Prenatal + 12 month	\$1,695,000	\$915,300	\$857,670	\$2,573,010
Mount Morris 37 births/yr per MDHHS Vital Records 63% Medicaid Birth Rate				
	Annual Cash Rx Cost	Annual State Funds**	Annual Match Funds <i>(Includes 10% admin)*</i>	Match Funds x 3 years <i>(Includes 10% admin)*</i>
Prenatal + 6 month	\$166,500	\$149,850	\$18,315	\$54,945
Prenatal + 12 month	\$277,500	\$149,850	\$140,415	\$421,245

*These numbers are provisional and are subject to change

**State dollars will only be allocated should the community apply and be approved to become an Rx Kids community

+These cover the cost of cash delivery for cash transfer administrator, GiveDirectly

Funds secured for cash prescriptions can be directed to MSU or GiveDirectly, the nonprofit administrator of Rx Kids. There is also an opportunity to contribute to a statewide pool to support other communities and/or to support research, communications, public policy and other efforts.

Rx Kids is a program of Michigan State University Pediatric Public Health Initiative, in collaboration with Poverty Solutions at the University of Michigan, and administered by GiveDirectly. Learn more at RxKids.org.