



Quick Fact Sheet

- **Eligibility requirements for Rx Kids:**
 - **Proof of Identity of Pregnant Person age 16 or older (various forms of ID accepted)**
 - **Proof of City Residency (including residency at a shelter inside of the City limits)**
 - **Medical proof of pregnancy (requires prenatal visit to medical provider) and birth**
- **Rx Kids cash allowances will be available for every birth to residents of the City of Kalamazoo (an estimated 840 births per year) that occurs after the launch date of the program. Launch date is currently projected for February 2025.**
- **The online application takes less than 15 minutes to complete from a smartphone, tablet or computer. Once live the application will be available in multiple languages, will be found at <https://rxkids.org/>.**
- **Rx Kids provides a prenatal payment of \$1,500 and once the baby is born, \$500 per month for the first year of life (12 months) for the custodial parent(s) or caretakers. The total no-strings attached cash received across 13 payments is \$7,500. Payments can be received via direct deposit to their bank or to a prepaid debit card.**
- **Rx Kids cash is classified as a private gift below the federal maximum, making it non-taxable and allowing it to not count against many other programs and public benefits. Note: SSI/ Disability is the only public benefit for which a waiver has not yet been successfully received. GiveDirectly (the program administrator) has benefits counselors who can discuss the potential impact with potential participants.**
- **GiveDirectly, the global leader in direct cash transfers, is the nonprofit operating the Rx Kids program statewide. They already have the technology, staff capacity and infrastructure built and operational, which has allowed us to launch this program quickly and cost effectively.**
- **Cradle Kalamazoo will convene an ongoing community steering committee which will coordinate efforts to link Rx Kids participants to a variety of optional supports and services such as diaper/ period product banks, home visitation programs, banking and financial empowerment services, and more.**
- **Kalamazoo Community Foundation is serving as a local fiscal sponsor and a mobilizer of philanthropic funding.**
- **Rx Kids will allow our community to leverage \$1.4 of the \$20 million allocated to Rx Kids Expansion as part of the 2025 State Budget. These TANF (Temporary Assistance for Needy Families) funds will exclusively go to pregnant people/babies who are utilizing Medicaid for their medical care. These funds will be joined by ~\$5.5 million dollars per year in private/philanthropic dollars.**
- **University of Michigan's Poverty Solutions Center is conducting comprehensive mixed methods evaluation across Flint, Kalamazoo and other Rx Kids communities to understand the population level impacts of this program.**
- **Fundraising efforts are ongoing to secure the local governmental or philanthropic funds required for a 5 year pilot period for the City of Kalamazoo (approximately \$27.5 million total). \$9 million raised to date.**

See responses to more Frequently Asked Questions here: <https://rxkids.org/faq/>

Updated on 10.30.2024