

Request for Proposal: Communications Mini-Grants

Up to \$5,000 per request



Contact Person:

Katie Torres

(805) 560-1039

Ktorres@First5SBC.org

**Applications must be received
by 1:00 pm on
Monday, July 24, 2017**

Santa Barbara Office

5385 Hollister Ave., Bldg. 10, Suite 110

Santa Barbara, CA 93111

Telephone: 805-884-8085

Santa Maria Office

218 Carmen Lane, Suite 111

Santa Maria, CA 93458

Telephone: 805-739-8740



What We Will Fund?

Communications grants are meant to fund outreach and engagement, recruitment, and awareness and education strategies targeting the parents of prenatal through five-year-olds who are not currently connected with or served by the applicant agency. In this way, these grants are intended to expand the web of contact that agencies have with parents of 0-5 year olds *beyond those they already serve* and to educate them about the important role parents play in supporting their child's health, brain development, and social/emotional development. It is also expected that grant funds will be used by applicants to recruit parents to join First 5, regardless of whether the parents recruited are already connected or served by the applicant agency.

In recent years, First 5 has expanded investments in Communications strategies with the goals of connecting parents directly with First 5 and educating them about the key role they play in supporting their child's healthy brain and social/emotional development. Parents are encouraged to join First 5 by signing up at an event, during a presentation to parent groups, in response to a First 5 brochure, online, or through email or text. Once parents join First 5, we are able to directly deliver information to them to support their child's development. Much of the information is provided to parents through a monthly newsletter in Spanish and English that is delivered electronically through text and/or email, depending on each parent's preference. The newsletter includes resources and information on topics that parents have told us are important to them. Messaging to parents is also aligned with, and designed to augment and reinforce, First 5 California's "Talk, Read, Sing" campaign. At times, First 5 SBC will also share free materials such as books, brochures, developmental tools, event calendars, and parenting supplies with its members.

For these Communications grants, First 5 is seeking applications from agencies and/or nonprofits that serve children prenatal through age five and their families. Applicants may include those that provide social services and supports; health services, health resources/information, or health insurance enrollment assistance; early education programming such as preschools or child care programs, parent education or support groups, or other related organizations. Applicants must be either a 501(c)3 nonprofit organization, local education agency, or government agency.

First 5 seeks to contract with agencies that have a history of successfully serving families directly to help expand the number and demographic diversity of parents that join First 5 as members.

Successful grant applicants will show how their communications efforts will achieve the following:

- Develop and implement expanded outreach and/or engagement strategies that identify and connect directly with parents *who are not currently being served by the applicant agency*.
- Recruit both newly engaged parents and parents already served by the agency to join First 5.
- These efforts should especially target families that are from demographic backgrounds that put their child at risk for not being ready for kindergarten (e.g. low-income, socially isolated, Spanish/Mixteco speaking, low household education level, etc.)
- These grants might also target families that do not come from a demographic background that puts their child at risk for not being ready for kindergarten, but who are at a particularly vulnerable stage in the life span of a 0-5 year old. Examples could include but are not limited to parents with newborns, parents struggling with breast feeding and/or postpartum depression, parents with children with special needs, or parents who for some other life circumstance face significant challenges in accessing information or services.
- Share messaging and information (such as Talk, Read, Sing) with these newly engaged parents and others that are already served by the agency to help them understand the key role parents play in supporting that healthy brain, social and emotional development of their child in the early years.

Table 1. Fundable Components: Applicants must show how their strategy will achieve all three of the following steps:

Table 1.	Area	Funded Activity Examples
Step 1 Outreach & Engagement Definition: <ul style="list-style-type: none"> Develop and implement expanded outreach and engagement strategies that identify and connect directly with parents <i>who are not currently being served by the applicant agency.</i> 		<ul style="list-style-type: none"> Organize or active participation in, community outreach events Neighborhood meetings, coffees, or parent cafés Door to door canvassing Presentations to parent groups Others
Step 2 Recruit Parents to Join First 5 Definition: <ul style="list-style-type: none"> Help expand the numbers and demographic diversity of parents that First 5 can recruit as new members. Recruit parents to join First 5, regardless of whether the parents recruited are already connected or served by the applicant agency. Use systems and processes already established by First 5 to convey the benefits of First 5 membership to recruit parents of 0-5-year-olds and enroll them as members. 		<ul style="list-style-type: none"> First 5 will provide trainings on how to enroll families and will provide materials through which parents may join
Step 3 Awareness & Education Definition: <ul style="list-style-type: none"> Share messaging and information (such as Talk, Read, Sing) with these newly engaged parents to increase their awareness about their key role in supporting their child’s health, brain development, and social/emotional development; and that also give them the tools, resources, and strategies to help them. <p>*Applicants funded through this grant will have access to First 5 materials and resources to share with parents.</p>		<ul style="list-style-type: none"> Directly deliver “Talk, Read, Sing” and/or other appropriate messaging related to the key role parents play to support the healthy brain and social/emotional development of their child using written materials/brochures, one-on-one sessions, small or large group presentations, or other effective strategies.

- First 5 will provide agencies with training on messaging and recruitment strategies and procedures.
- Agencies will be required to submit the membership information of parents recruited to First 5 either in paper or electronic formats.

Submission Guidelines

Submit one (1) original signed application and budget form along with 14 additional photocopies (15 total) that are 3-hole punched, single sided. The original application and budget form may be mailed or hand-delivered. Regardless of the postmark date, applications *must be received by First 5 no later than 1:00 pm on Monday, July 24, 2017.*

Review Process

Each application will be reviewed to assess whether it meets the intent of the RFP. To accomplish this, each applicant will be assessed using the following five questions contained in Table 2, as a minimum measure of meeting the intent. First 5 staff will provide an analysis and recommendation to the First 5 Communications Committee as to whether the application meets the intent of the RFP. Committee members will review the applications and staff's recommendations and will recommend the final list of applicants to be approved for funding to the full Commission for consideration. Applications that are judged to have met the intent of the RFP are not guaranteed to be funded.

Once an application is deemed to have met the intent of the RFP, the Committee/Commission may take into account other factors in determining whether an application is funded. These factors include, but are not limited to: the needs in the community, the value and opportunities portrayed in each application, and the value and importance of the outcomes expected to be delivered through each grant.

Table 2.

1. Does this grant application target families that meet the requirements described in the "What We Will Fund" section?	Yes or No
2. Does the project described in this application include all three fundable components outlined in Table 1?	Yes or No
3. Does the grant application make clear how the activities in this project go above and beyond the outreach and engagement strategies already employed by the applicant agency?	Yes or No
4. Can the proposed work be accomplished within the funding cycle?	Yes or No
5. Does the budget reflect what is presented in the application?	Yes or No

Funding

Maximum funding allowed per application is \$5,000 with a total of \$30,000 available for these Communications Grants. The Committee/Commission may decide to only partially fund an application. The Commission also may choose to recommend/award only a portion of the \$30,000 allocated in its budget for these grants.

Evaluation

Agencies that are approved for funding through this RFP will be required to provide a two page written report by June 30, 2018. The report will highlight the activities taken in steps 1, 2, and 3. The report will also include the number of families recruited, and the types of messages provided to the families.

Questions

Should you have any questions on this mini-grant opportunity contact: Katie Torres via email at ktorres@first5sbc.org or by phone at (805) 560-1039.



Request for Proposal:
Communications Grant Application
2017-2018

Applicant Contact Information:

Contact Person: _____

Agency Name: _____

Physical Address: _____

Phone Number: _____ Email: _____

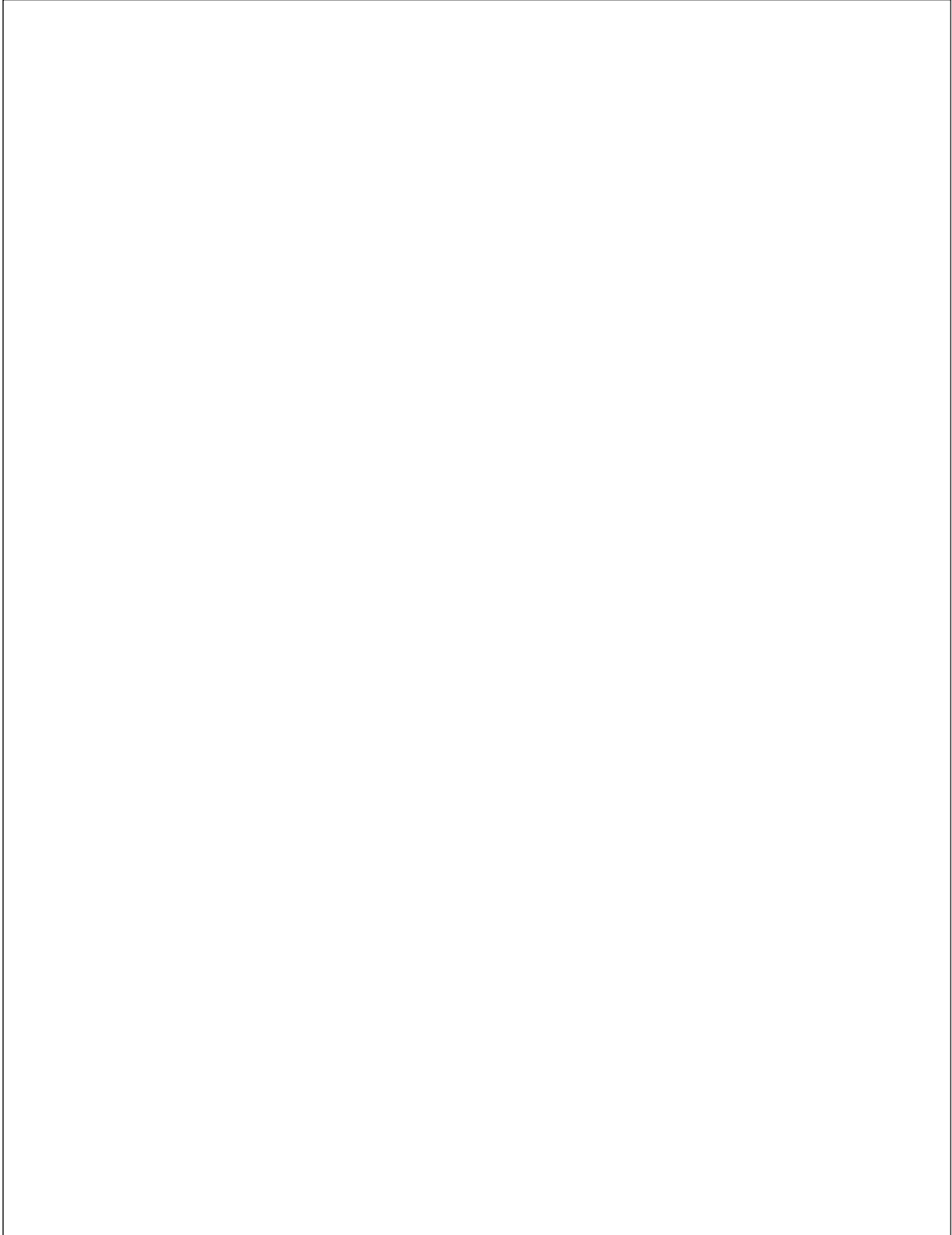
Projected number of unduplicated parents your agency plans to recruit as members of First 5:

Amount Requested (Not to exceed \$5,000):

Narrative Questions (see following pages):

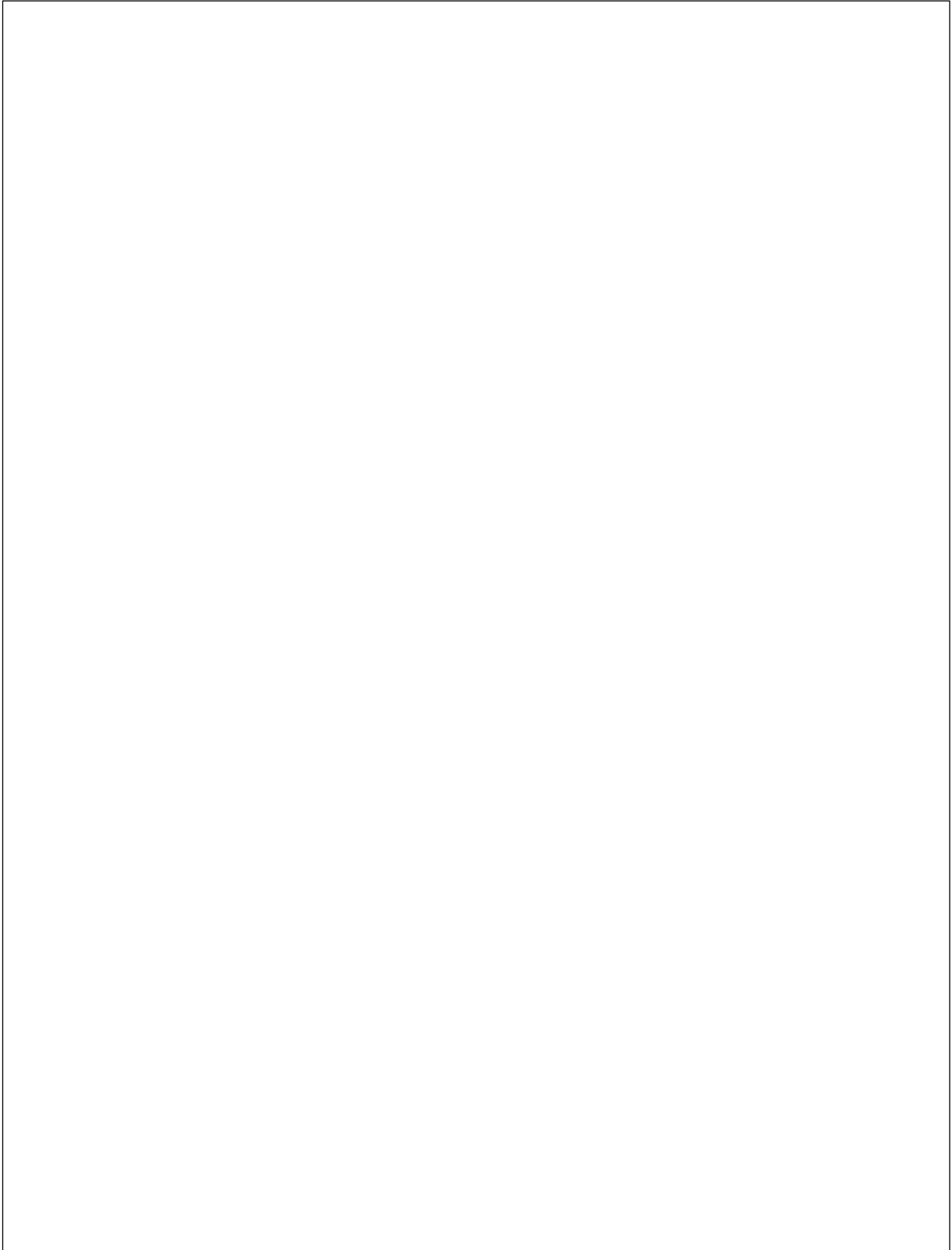
Max Amount: \$5,000

- 1.) Please describe your proposed project and make sure to explain how all three fundable components (See Table 1) will be included.

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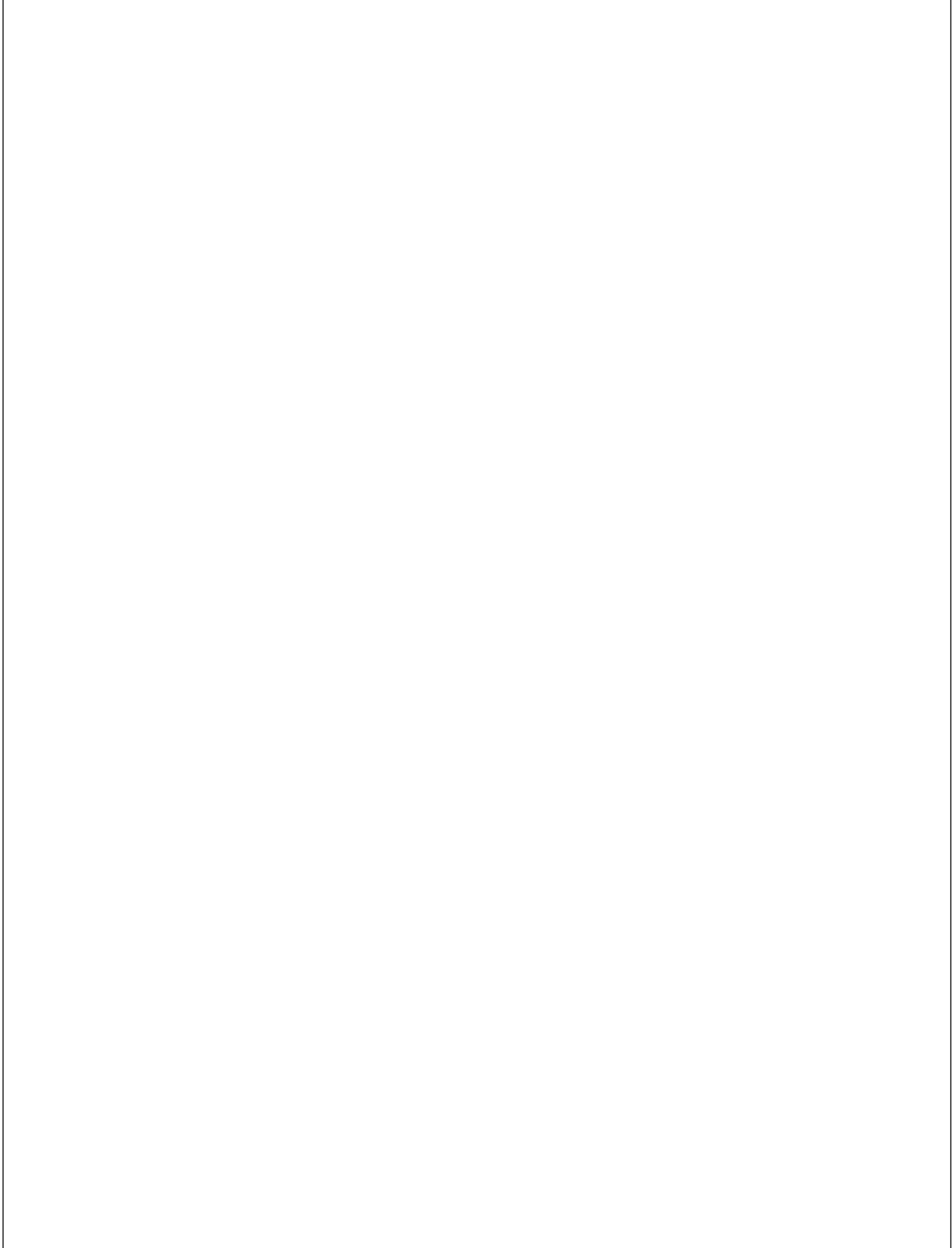
Max Amount: \$5,000

2.) How does this project expand, or go above and beyond, the outreach and engagement strategies employed by your agency in the past?

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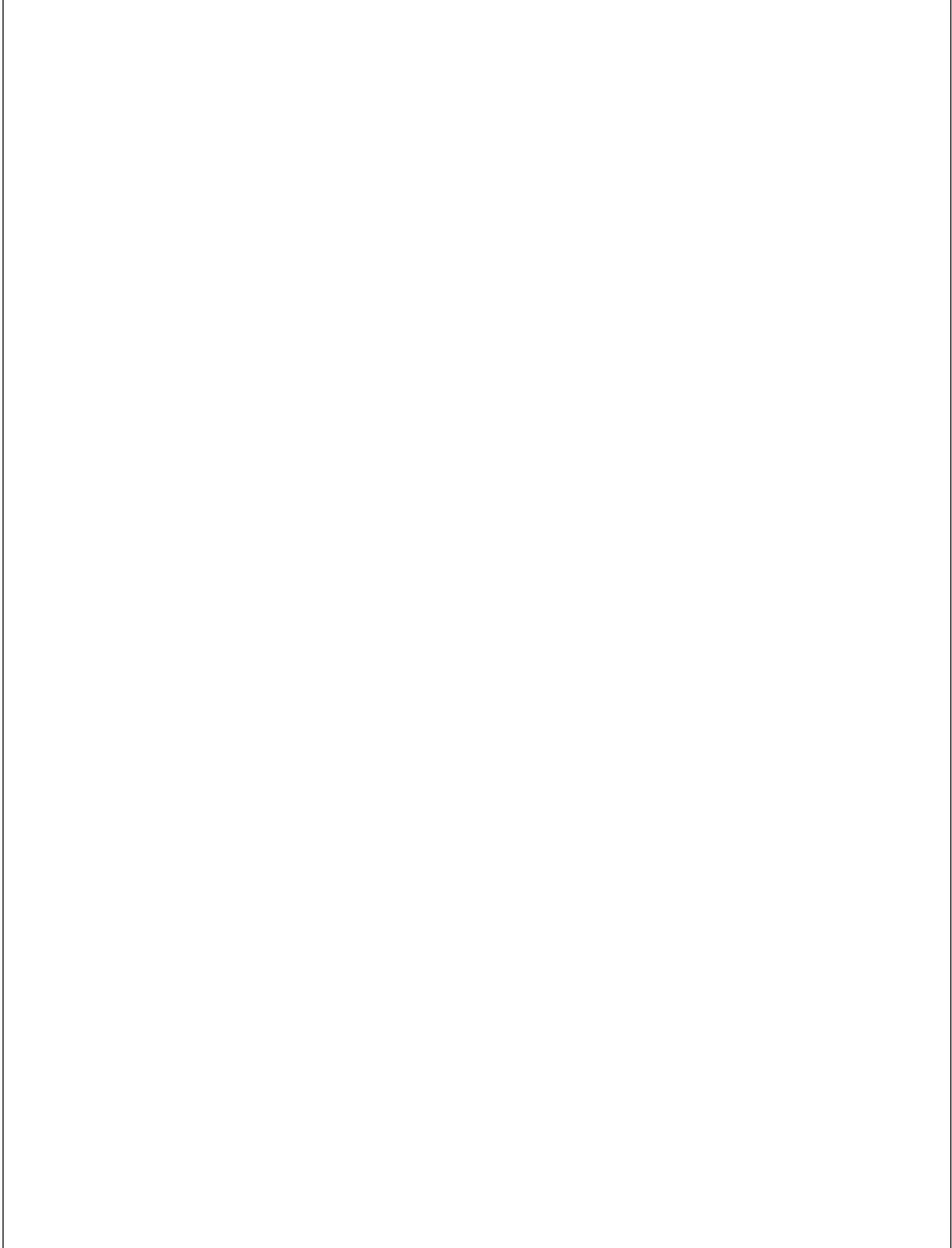
Max Amount: \$5,000

- 3.) Please describe the parent population you seek to reach through this project and please include any demographic characteristics or issues/life circumstances that make it especially important that they be reached through this project.

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Max Amount: \$5,000

- 4.) If not directly addressed in Question 1 above, please share your ideas about how this project will go about recruiting parents to join First 5? This question may be left blank if answered in response to Question 1, or the response can be expanded here.

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