



Service Provider Incentive Policy
July 1, 2008

Educational Incentives

a. How Incentives May Be Used

Agencies/Programs receiving funding from First 5 Fresno may use incentives to encourage program participants in improving the lives of children ages 0-5 and their families. An incentive is defined a bonus or reward that encourages and motivates individual's performances. Incentives are only to be used as approved in the scope of work and budget. Incentives may be awarded to individuals, businesses or groups that 1) make a positive behavior change; 2) have a positive impact on a child and/or family; 3) participate in a focus group; or, 4) work towards policy change (e.g., promoting breastfeeding, early child education, or endorsing a First 5 campaign.)

b. Limitations

1. The distribution of a cash award is not permitted as an incentive.
2. No gift cards - no exceptions.
3. The value of an incentive is limited to \$50 per person per year. The award amount cannot be combined to exceed the \$50 per person per year limit, however, awards over the \$50 limit may be provided by soliciting donations from the community. Careful consideration should be given to the public perception of program funds spent on incentive items and cost of these items should preclude allegations of extravagance.
4. Provides a benefit to the program/program goals appropriate to cost incurred.

c. Recipients of Incentives

A list of individuals who received the incentive, including signatures acknowledging incentive receipt, must be provided to First 5.

d. Tips on Using Incentives

1. Incentives can be used to encourage early child education. For instance, children's books, family board games, and education materials.
2. If possible, incentives should promote other healthy behaviors, e.g., physical activity, parent-child interaction, healthy eating, a pass to a recreational or cultural event.
3. The value that the target population places on the incentive item should be considered. Parents of children 0-5 years of age may value parenting books, interactive activity kits for children, and educational DVDs.
4. Incentive items should be culturally appropriate for target population.
5. Incentives should support the goals of the program.

PLEASE NOTE: All program incentive items should be able to withstand review, audit, and public scrutiny for appropriate expenditure of public funds.