





## Overview of Funding Opportunity





First 5 Fresno County (F5FC) seeks to partner with various **nonprofit/community organizations/groups, via this Request for Proposals (RFP)**, to provide direct services and resources to families with young children that address challenges families face, especially coming out of the COVID-19 pandemic, and thus strengthen the early childhood system of care in Fresno County.

### Annual Funding

The total funding available under this RFP is approximately \$1,100,000 for one year.  
This funding opportunity is designed with **two separate partnership levels**.  
**Organizations/groups may not apply for both levels.**

	Level 1 Partnerships	Level 2 Partnerships
<b>Annual Funding Range Per Contract</b>	<b>\$5,000 - \$40,000</b> (per year)	<b>\$40,001 - \$120,000</b> (per year)
<b>Approximate Number of Awards</b>	<b>3-7 contracts</b>	<b>8-10 contracts</b>
<b>Contract Period</b>	<b>Two Years</b> <b>July 1, 2023 – June 30, 2025</b> <i>With the option to renew agreements for one additional year (for a total of three years), based on performance, availability of funds and the nature of activities proposed.</i>	
<b>Eligibility<sup>1</sup></b>	<b>All public benefit and community organizations</b> (e.g. 501(c)(3), grassroots organizations, fiscally sponsored groups, etc.)	Only <b>501(c)(3)</b> nonprofit public benefit organizations
<b>Description</b>	Smaller partnerships to expand direct supports to families with young children. Not anticipated to fund programs but could expand family-centered supports within a program.	Funding for various direct service <b>program models</b> , uniquely tailored to meet the needs of the community.  <i>For the purposes of this RFP, programs are generally defined as a set of services delivered to a specific population by a distinct set of personnel in order to achieve one or more intended outcomes.</i>

<sup>1</sup> Faith-based Funding Policy: All funded partners must abide by F5FC's Faith-based Funding Policy <https://www.first5fresno.org/wp-content/uploads/2018/11/Faith-based-Funding-Policy.pdf>

Timeline	
Date	Action
January 18, 2023	Release of Request for Proposals
January 26, 2023 at 1:00 p.m.	Virtual Informational Session (attendance is optional)
Wednesday, March 1, 2023	Deadline to submit questions
January 19, 26; February 2, 9, 16, 23; and March 2, 2023	Days when a response to submitted questions, if any, will be posted on the F5FC website
<b>Monday March 13, 2023 at 11:59 p.m.</b>	<b>Submission deadline</b> (see submission method information on <a href="#">page 9</a> )
April 28, 2023 (updated 3/29/23)	 Notification to <b>Level 2</b> proposers
April 28, 2023	 Notification to <b>Level 1</b> proposers
May – June 2023	Scope of work and budget development
May 31, 2023	 Recommended <b>Level 2</b> organizations presented to the Commission for approval
0D 2023 (updated 5/10/23)	 Recommended <b>Level 1</b> organizations/groups presented to the Commission for approval
July 1, 2023	Contract start date for selected organizations (note: depending on the proposal, <b>Level 1</b> organizations/groups may have a later contract start date)

# Thriving Families Partnerships Request for Proposals (RFP)

## ABOUT FIRST 5 FRESNO COUNTY

At First 5 Fresno County (F5FC), we know that children thrive when their families thrive. We envision a future where all children and their families are healthy, loved, and nurtured. We run after this vision by partnering with our community to create a seamless system of quality, accessible services that support the well-being of every child and family. The F5FC Commission (also referred to as the Commission) was created in 1998 when voters passed Proposition 10, which added a 50-cent sales tax to every pack of cigarettes or tobacco product sold in California. The State of California collects the money and distributes it to each county based on birthrate. The Commission, not being a direct service provider, is responsible for developing a strategic plan to guide local funding decisions that are consistent with the purpose of Proposition 10, which is to promote, support and improve the early development of children from the prenatal stage to five years of age.

## RFP INTENT

F5FC seeks to partner with various **nonprofit/community organizations/groups** to provide a range of **family-centered supports** that promote the well-being of children, from the prenatal stage to age five, and their families in Fresno County. At F5FC, we believe that families and communities are the ultimate experts on their needs and so, we are requesting organizations/groups to propose **services, program models, and/or supports** that are uniquely tailored to the communities they serve.

All proposals must 1) be rooted in and reflective of the cultural, linguistic, and overall diversity of every family served and 2) address the various challenges facing families with young children today. This includes, but is not limited to, personnel reflective of the proposed community.

This funding is intentionally divided into two partnership levels – **Level 1 Partnerships (\$5,000 - \$40,000 annually)** and **Level 2 Partnerships (\$40,001 - \$120,000 annually)** to support a range of organizations/groups and community needs.

## BACKGROUND

We are dedicated to partnering with the community to raise up the needs of young children, and ensure families have access to the community-based supports they deserve.

In the fall of 2018, F5FC and our partners engaged more than 600 parents, caregivers and community members to learn about the most pressing challenges facing families with young children in Fresno County. **Figure 1** highlights the six key challenges identified through this process which became the capstone of F5FC's 2020-2025 Strategic Plan.<sup>2</sup>

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<sup>2</sup> [Preconception to Age 5 Blueprint for Funding and Advocacy - Findings from Phase III - Community Engagement](https://www.first5fresno.org/wp-content/uploads/2019/03/Final-Findings-Report-Blueprint_Comm-Engagement-Updated.pdf):  
[https://www.first5fresno.org/wp-content/uploads/2019/03/Final-Findings-Report-Blueprint\\_Comm-Engagement-Updated.pdf](https://www.first5fresno.org/wp-content/uploads/2019/03/Final-Findings-Report-Blueprint_Comm-Engagement-Updated.pdf)



## DESCRIPTION OF FUNDING OPPORTUNITIES

The total funding available under this RFP is approximately \$1,100,000 for one year, with the option to renew the agreements of selected nonprofits/community organizations/groups for up to three years total based on performance, availability of funds, and the nature of the activities proposed. For example, if an organization proposes funds for a one-time activity, renewal may not be applicable.

We anticipate awarding **multiple contracts** with these funds, divided into two categories:

1) **Level 1 Partnerships** (approximately 3-7 annual awards ranging from \$5,000 - \$40,000)

and

2) **Level 2 Partnerships** (approximately 8-10 annual awards ranging from \$40,001 - \$120,000)

Organizations/groups **may not** apply for both funding levels.

We anticipate awarding approximately 11-17 total contracts. Based on submissions, this range may change.

**Level 1 Partnerships** are smaller, shorter-term opportunities designed to expand an organization's/group's support to families with young children, resulting in long-term impact. For example: community educational workshops, opportunities for families to build social and community connections, purchasing culturally reflective materials, providing child-based activities during a parent-focused service, funding critical needs of families, etc. These funds can be used to provide training/professional development or other support to individuals directly working with children and families to increase capacity to provide developmentally appropriate, culturally responsive, and trauma-informed care (for example: Adverse Childhood Experiences (ACEs) training; Ages and Stages Questionnaire (ASQ) trainings; race, equity, diversity and inclusion workshops, etc.).

**Level 2 Partnerships** are larger investments to pilot new or expand existing **programs** supporting families with young children. *For the purposes of this RFP, programs are generally defined as a set of services delivered to a specific population by a distinct set of personnel to achieve one or more intended outcomes.*<sup>3</sup>

Applicants can propose any program model so long as it directly supports young children and their families in Fresno County and meets the intent and requirements of this RFP. For example, program services could include case management, developmental screenings, parent-child early math or literacy activities, parent/caregiver social support groups, etc. **Direct program services for families must be the primary focus of Level 2 Partnerships.** Example expenses include, but are not limited to: personnel costs, materials, trainings, operating costs, etc.

### Summary

The scope of both funding opportunities is intentionally broad to allow organizations/groups to propose what they have concluded is needed, coupled with innovative ways to support families in specific

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<sup>3</sup> Adapted from *The What, When, How and Why of Program Models and Business Process Analysis (Maddex)*

communities. However, **all proposed expenses and activities for Level 1 and Level 2 Partnerships must be directly connected to supporting families with young children in Fresno County and meet the intent and requirements of this RFP and F5FC.**

Proposals must convey the gap that the submission is filling and cannot be to supplant (meaning take place of, overlap, or duplicate) what is already funded by another source. Note: no capital purchases (non-consumable items with a purchase price of \$5,001 or more per item or in aggregate) will be allowed for Level 1 or Level 2 Partnerships.

Funding ranges, eligibility guidelines, submission and contracting requirements differ for each funding type. See [page 3](#) and the remainder of the RFP for specific information.

## ELIGIBILITY

**All public benefit and community organizations** (e.g. 501(c)(3), grassroots organizations, fiscally sponsored groups, etc.) may apply for **Level 1** Partnerships.

**Only 501(c)(3)** nonprofit public benefit organizations are eligible to apply for **Level 2** Partnerships.

If the proposer is a past or current F5FC funded partner, their contract(s) must be in good standing.

## FOCUS POPULATION

Funding under this RFP **must directly support Fresno County families with children from the prenatal stage to age 5.** Under this RFP, all **proposals must focus on our community's most underserved children and families** including, but not limited to: Black families, families living in rural communities, undocumented individuals, dual language learners, children with special needs, single parents, and low-income households.

## SERVICE/RESOURCE REQUIREMENTS

This RFP is designed for organizations/groups to propose a range of program models, services and/or resources that uniquely meet the needs of the communities each organization/group serves. While the RFP does not mandate which services or resources to include, **all proposals must directly address one or more of the key challenges listed in Figure 1** ([page 6](#)).

**All organizations/groups** applying for funding under this RFP must also adhere to the following requirements for the programs, services and/or resources proposed:

- Organization/group must convey their experience and capacity (or future capacity with the aid of this proposal) to provide the proposed resources/services to families with young children.
- Services/resources must be directly connected to supporting families with young children to thrive in Fresno County.
- Services/resources must be family-centered, culturally, and linguistically responsive for all participants.
- As applicable, organizations/groups must connect children to developmental screening and referral resources including the Ages & Stages Questionnaire (ASQ) and Ages & Stages



Questionnaire: Social-Emotional (ASQ:SE), through Help Me Grow Fresno County or another community partner. F5FC can connect an organization/group to developmental screening resources, as needed.

## For Level 2 Partnerships Only

### In addition to the above:

- Program models must be research and community-informed.
- Program must be based on a holistic whole-child, whole-family approach to supporting the well-being of children and families.
- Personnel must be culturally and/or linguistically reflective of the participating families.
- F5FC funding cannot be the program's sole funding source. In-kind, leverage and/or cash match funding must be included in the program budget.

## SUBMISSION REQUIREMENTS

### Submission Deadline

Completed proposals must be submitted **by Monday, March 13, 2023 by 11:59 p.m. via the F5FC website submission portal** ([www.first5fresno.org/funding](http://www.first5fresno.org/funding)).

As an exception, if submission through the website portal is not possible, proposals may be emailed to [funding@first5fresno.org](mailto:funding@first5fresno.org) or hand delivered to the F5FC office at 2405 Tulare Street, Fresno, CA 93721 Suite 200. ***Hand delivered submissions must be received at the F5FC office by 6:00 p.m. on Monday, March 13, 2023.***

Late proposals will not be accepted. Proposers are solely responsible for ensuring that submissions are received on time. **We strongly encourage you to submit proposals before Monday, March 13<sup>th</sup> to ensure your submission is received by the deadline.**

Please note, after we receive your electronic submission, proposers will receive an email from [funding@first5fresno.org](mailto:funding@first5fresno.org) as proof of submission. If the proposer identifies an error after submitting, they may resubmit before the deadline. Only the most recent submission will be accepted. *Note: Hand delivered submissions will also receive a printed, time-stamped proof of submission.*

### How to Submit

To complete the submission process, follow the steps on the website ([www.first5fresno.org/funding](http://www.first5fresno.org/funding)) to enter all required information and upload the required forms and attachments listed below. *Note: website documents must be submitted as Adobe PDF files, Microsoft Word files, PNJ and/or JPEG/JPG files.* Each form listed below is available on the F5FC website.

### What to Submit

Please note, **submission requirements differ for Level 1 and Level 2 Partnerships.**

Below is a list of the forms and documents required for each type of submission. All forms referenced below are included at the end of this RFP with additional instructions on how to complete each form.

If you previously submitted a Thriving Families proposal to First 5 Fresno County in 2020, you may email [funding@first5fresno.org](mailto:funding@first5fresno.org) to request a copy of your past submission.

## **What to Submit for Level 1 Partnerships**

(\$5,000 - \$40,000 per year)

- **A. Cover Page – FORM A**
  
- **B. Project Proposal** (90 total points) – Submit a brief narrative responding to the questions below. No specific format is required and you can answer the questions in any order that makes sense to you. You may include tables, infographics, etc. Alternatively, you may include a link to a video, PowerPoint presentation or other similar format as long as each of the questions below are addressed. Note: our website only accepts Adobe PDF, Microsoft Word, PNG and JPEG/JPG files.

Please keep your proposal to **5 one-sided pages or less, font size 11 or larger** to support with the review of multiple proposals.

Include the following information in your proposal:

- 1) **Organization:** Share about your organization/group/entity and your capacity/qualifications to implement this proposal.
  
- 2) **Intent:** Describe how you intend to use this funding and how you will support families with young children residing in Fresno County to thrive. Be sure to highlight how your proposal is 1) rooted in and reflective of the cultural, linguistic and overall diversity of all families served, and 2) addresses at least one of the challenges facing families today (see [page 6](#)).
  
- 3) **Timeframe:** A description of when and how often proposed activities will take place.
  
- 4) **Budget:** Describe the primary costs associated with your proposal for one year. You may use FORM C if helpful, but a full budget is not required as long as it is clear how the funding would be used (e.g. two staff trainings for 20 staff for a total of \$5,000). *Remember proposals must convey the gap that the submission is filling and cannot be to supplant (meaning take place of, overlap, or duplicate) what is already funded by another source.*

- **C. Attachments** (10 total points)
  - a. A completed W-9 Form (linked [here](#))

Letters of Support can be submitted as attachments but are not required.

**What to Submit for  
Level 2 Partnerships**  
(\$40,001 - \$120,000 per year)

- **A.** Cover Page – **FORM A**
- **B.** Narrative (60 total points) – **FORM B**
- **C.** Scope of Work and Budget (30 total points) – **FORM C**
- **D.** Attachments (10 total points) – Submissions must include the following:
  - a. Agency Organizational Chart:  
*Can be in any format as long as it shows the positions referenced in the narrative.*
  - b. Statement of Financial Standing - Signed statement, from an individual with signing authority (i.e. executive director, board chair, business director, etc.), certifying that the organization is in good financial standing.
  - c. A completed W-9 Form (linked [here](#))

*Note: if selected for funding the organization will be asked to submit audited financials or similar documentation, but these are not required for the RFP submission.*

Letters of Support can be submitted as attachments, but are not required.

**Our Available Technical Support**

Please add [funding@first5fresno.org](mailto:funding@first5fresno.org) to your approved contact list to avoid interference from spam filters. If you do not receive an email after electronic submission or experience any technical difficulties, please contact [funding@first5fresno.org](mailto:funding@first5fresno.org) or leave a voicemail at 559-558-4948. *Please note, on Monday March 13, 2023 staff will be available until 6:00 p.m. to support with technical assistance related to website, email or hand delivered submissions.*

You may also schedule a time to submit your proposal onsite at our F5FC office. We will provide internet access, a printer, scanner and/or a laptop connected to our website. Please contact [funding@first5fresno.org](mailto:funding@first5fresno.org) or leave a voicemail at 559-558-4948 to schedule a time to submit your proposal onsite between February 21, 2023 and March 9, 2023. *Appointments must be made prior to March 9, 2023.* Please note, F5FC staff can only support with the technology and technical pieces needed to submit a proposal and will not review or discuss any other aspects of the RFP.

















**Table 2 - Annual Program Budget**

<b>Category</b>	<b>F5FC Budget Request</b> (The amount you are requesting)	<b>Other Funding</b> The amount your organization will contribute to this program
<b>Personnel</b> <i>Salaries, benefits, taxes</i>	\$	\$
	<i>Brief narrative to describe costs:</i>	<i>Brief narrative to describe costs:</i>
<b>Operating Expenses</b> <i>Facilities costs, operational/supplies, training/travel</i>	\$	\$
	<i>Brief narrative to describe costs:</i>	<i>Brief narrative to describe costs:</i>
<b>Program Expenses</b> <i>Materials and supplies</i>	\$	\$
	<i>Brief narrative to describe costs:</i>	<i>Brief narrative to describe costs:</i>
<b>Professional Services</b> <i>Professional and consultant services</i>	\$	\$
	<i>Brief narrative to describe costs:</i>	<i>Brief narrative to describe costs:</i>
<b>Other</b> <i>Equipment, misc.</i>	\$	\$
	<i>Brief narrative to describe costs:</i>	<i>Brief narrative to describe costs:</i>
<b>Indirect</b> <i>Not to exceed 15%</i>	\$	
<b>Totals</b>	\$	\$
<b>Total Project Budget</b>		\$

**List the funding source/s for Other Funding (i.e. in-kind, leverage, cash match)**