



**Community Funding Opportunity from First 5 Marin  
Request For Proposals (RFP)  
2024-2026**

**Proposals due: March 25, 2024**

<b>Date</b>	<b>Action</b>	<b>Result</b>
<b>Dec. 13, 2023</b>	Community Process Meeting	Information Sharing and Community Process Design
<b>Jan. 10, 2024</b>	Commission Review and Discussion of RFP Design	Approval of Design
<b>Jan 25, 2024</b>	RFP Announcement at Children’s Summit	Public Outreach
<b>Jan 29, 2024</b>	Release of Online Application	Partners can begin sending proposals
<b>Feb. 1, 2024</b>	Outreach Campaign	Equitable communication to partners
<b>Feb. 15, 2024</b>	Community RFP Workshop	One-on-one support to applicants on grantmaking platform and grant writing
<b>March 25, 2024</b>	Deadline for Submission	Final Submission Due
<b>March 26-29, 2024</b>	First 5 Marin Review of Minimum Requirements	Determine application that meet minimum requirements
<b>April 1-12, 2024</b>	Review Panel and Process	Scoring Submissions
<b>April 30, 2024</b>	Special Commission Meeting to Approve Funding	Approved Program Funding for FY 24-25
<b>May 8, 2024 or June 12, 2024</b>	Approval of First 5 Marin Budget FY 24-25	Approved Budget
<b>July 1, 2024</b>	Award of Funds	Award of Funds



### **The Opportunity**

First 5 Marin Children and Families Commission is pleased to announce our new Request for Proposals (RFP) funding process for fiscal years 2024-26 with a total community investment potential of one million dollars in the first year. Year two and three investments will be determined by overall funding availability. Our intention is to continue funding for projects approved in year one through years two and three, as needed, dependent on First 5 Marin's revenue stream. **The RFP should be written focused on Year One**

### **This RFP process will:**

- Prioritize children ages 0-to-5 (prenatal through kindergarten).
- Include proposals and programs for parents and families
- **Fund requests for a minimum of \$25,000**
- Directly address the reality of First 5 Marin's declining revenue by focusing resources on current community needs.
- Align with our [Strategic Plan and Equity](#) statement.
- Focus on community impact and champion successful or promising projects, programs and practices.

We are offering this opportunity to our current funded partners, previously funded projects, and new projects or programs. All proposals will be asked to address specific funding criteria focusing on equity and impact.

### **Who May Apply (must qualify as at least one of the following)**

- Current funded partners, previously funded partners.
- Nonprofits and government programs serving Marin children 0-5, including proposals serving parents and families of children 0-5.
- Any group/collaborations and organizations working to improve support for children and families in areas such as: early childhood mental/physical health and wellness; early childhood education and school readiness; childcare solutions (for children, families, providers); parent education and advocacy efforts; family support programs; developmental playgroups; collaborative efforts to improve systems of education or care for young children.

### **Goals and Intent**

The First 5 Marin Children and Families Commission adopted its [Strategic Plan 2022-2030](#) to determine goals, guide priorities, and establish population and fiscal strategies. The goals of this RFP are to align funding with our new strategic plan, align with our equity statement, and lift promising practices with a focus on impact.



**Priority Focus Areas for Funding:**

- 1. Child Care Solutions (for children, families, and providers)**
  - a. Children have access to high-quality and affordable child care.
  - b. The early care and education system has a strong infrastructure and sustainable funding.
  - c. Increase the early care and education workforce support needed to provide and sustain high-quality care to children.
- 2. Children’s Mental Health, Physical Health & Wellness**
  - a. Increase early detection of developmental and behavioral health concerns among infants, toddlers and preschoolers.
  - b. Improve access to early intervention services.
  - c. Improve health outcomes for children 0-5.
- 3. School Readiness (child, parents, programs/systems)**
  - a. Developmental play groups
  - b. Cooperative efforts between ECE and TK-K-12 Education.
  - c. Innovation in data collection
- 4. Family Support and Parent-Led Advocacy**
  - a. Increase parent and caregiver knowledge of and access to timely developmental supports and services for their children.
  - b. Supports and services for children and families are responsive to and aligned with family and child needs.
  - c. Services and supports for children and families are comprehensive, navigable, sustainable, and equitable.
  - d. Increase advocacy for regional and state policies that reflect community voices, promote early childhood systems, address root causes of inequities, and remove systemic barriers.
- 5. Maternal/Infant Support (prenatal/pregnancy, birth, postpartum/infant)**
  - a. Increase community awareness, access to screening and linkage to early intervention and for perinatal mood disorders.
  - b. Increase support for pregnant and new parents to strengthen their parenting capacity, especially those at-risk.
- 6. Collaborative efforts to improve systems of education or care for young children and their families**
  - a. Increase connections and coordination among early childhood systems of care and learning to ensure services and supports are family-centered, child-focused, easily accessible, equitable, and sustainable.
  - b. Increase data and information for family support, child development & child health to ensure data-based decision making and alignment with partners



### What Is Fundable

1. **Mandatory**: *Proposals must be based in Marin County + benefit children 0-to-5 (including prenatal supports) and their families + seek funding that “supplements and doesn’t supplant” (replace) existing funding – as required by our authorizing legislation.*
2. Proposals that aim to improve support for children and families in one or more priority areas listed above.
3. Existing projects/programs that are addressing gaps in care for children and families in one or more priority areas listed above.
4. Projects/programs that seed innovation or promising pilot programs in one or more priority areas listed above.
5. Essential unfunded administrative and/or operational needs related to one or more priority areas listed above (including database/tech needs that will create deeper accountability and collaboration that impact children and families).
6. Proposals that align with First 5 Marin’s “Investment Strategies” (in our Strategic Plan), including: Equity, Responsiveness to Community Voice, Partnership, Impact and Sustainability.
7. Proposals focused on underserved populations and communities (including geography, gender, race/ethnicity, language, ability/disability, immigrant status).

### We prioritize investments that:

- Are directly linked to the goals and objectives of the [Strategic Plan](#).
- Reach children and families living in historically oppressed communities.
- Reflect the expressed needs and wants of our communities and our communities' lived experiences.
- Offer outcome-focused collaboration with partners.
- Are based on their potential to reach the largest number of children and families, and have significant and meaningful outcomes for children and families.
- Are likely to continue after our funding ends, or are financially supported by multiple partners or funding streams.



### Funded Partner Requirements:

- **Quarterly Check-Ins:** Participation in quarterly check-in meetings with the grantee cohort and First 5 staff to report on progress, share learning with peers and create opportunities for collaboration.
- **Development and Implementation of an Evaluation Plan:** First 5 Marin County will implement a Results Based Accountability (RBA) framework for program-level accountability **and will work with funded agencies to develop performance measures.** Evaluation plans developed with First 5 Marin County for the proposed program or service will include program-level outcomes, agency-level outcomes, and population-level results. The three types of performance measures will include: **1.) How much did we do? 2.) How well did we do it? 3.) Is anyone better off?**
- **Results-Based Accountability**  
All agencies funded by First 5 Marin County must monitor their programs and will be required to participate in the Commission's evaluation and contract compliance activities. Providers will be required to report aggregate data for numbers of clients served, client demographics, service usage data, and selected outcomes and may be required to report de-identified client-level data, depending on the service. These data will be used in conjunction with a Results Based Accountability framework to evaluate outcomes to ensure continuous learning and quality improvement. All funded programs will be required to participate in/perform the following:
  1. Work with Commission staff and other funded partners to develop an evaluation plan based on results, outcomes and indicators. The evaluation plan will document the type of data to be collected, the persons responsible for ensuring that the data are collected and a timeline of when the data will be collected and submitted.
  2. Collect and report client and program level data as requested by the Commission, using the Commission's database system. Contractors shall be required to utilize the Commission's data collection tools. Use of this tool will require appropriate contractor staff training. Ongoing training and technical assistance will be available to all contractors.
  3. Participate in periodic site visits.
  4. Other evaluation activities as staff and/or evaluation consultant deems necessary.



- **Annual Report:** Submission of an annual written report (with video option) documenting results related to the Evaluation Plan, any challenges or barriers faced during the grant period, financial accountability and next steps.

### **Review Panel:**

We will be working with community partners, First 5 Marin Commissioners and local philanthropists to review proposals and make recommendations regarding contract award to the Commission. . Proposals will be vetted through a Commission-approved rubric that honors our guiding principles. The Commission will review recommendations and vote to approve funding before contracts are awarded. We will use the following guidelines to make decisions about our investments.

### **RFP Required Elements:**

1. **Proposal Narrative:** Complete the proposal narrative in the submittal system. The narrative should provide an overview of the proposed program or initiative and answer all provided questions regarding the proposed initiative (Attachment A)
2. **Budget Worksheet:** Complete the line-item budget for year fiscal year, multi-year budget, leveraged funding worksheet and budget narrative in the required Excel form and submit in the proposal submittal system.(Attachment B)

### **Proposal Submission:**

Proposals must be submitted electronically **by March 25, 2024 at 5 pm** through First 5 Marin's web-based system via Foundant.

*NOTE: Proposers are strongly encouraged to allow adequate time to ensure submission of their proposal, if unfamiliar with the Foundant web-based proposal submission system.*

### **Submission Support**

1. Please contact: Maria Patricia Niggle at maria@first5marin.org for questions on Foundant. We will also offer office hours with Paula Gorman from LIFT Group on February 15th. More information will be sent out separately.
2. RFP Workshop: **Thursday, February 15, 2024 3:30 to 5pm on Zoom. Please Contact Michelle Fadelli for Zoom Link if interested.**

### **Proposal Review & Decision Process**

- A. REVIEW PANEL



Review panel will complete their review of proposals and make recommendations to the Commission by April 12, 2024.

**B. APPROVAL OF FUNDING**

The Commission will review recommendations and approve funding by April 30th

**C. NOTIFICATION OF AWARD**

All applicants will be notified of the award decisions via email by the first two weeks of May, 2024.

**D. APPEAL PROCESS**

Applicants wishing to appeal the review committee’s recommendation have three (3) working days from the date of the initial award recommendation letter to file an appeal in writing. Letters of appeal must be sent electronically to: [maria@first5marin.org](mailto:maria@first5marin.org) and addressed to Maria Patricia Niggle, Executive Director. Grounds for appeal are limited to a violation of a First 5 procedure, law, rule, or regulation regarding this RFP process. Appeals will not be accepted on any other grounds. Mere disagreement with the recommendation or decision is not grounds for an appeal. Appeals will only be considered if received electronically by 5:00 PM on the third working day from the date of the initial award recommendation letter. The appeal letter will be reviewed by the Executive Director and a decision on the appeal will be electronically sent to the applicant. The decision on appeal is final.

**E. CONTRACT AWARD**

The First 5 Marin Children and Families Commission will award contracts. First 5 Marin will enter into negotiations with the selected applicant(s) to secure a contract. The contracts resulting from this RFP will include, but will not be limited to, the following terms and conditions: Insurance requirements, Payment structure.

**F. SCORING**

- Scoring will be determined by the following categories: *(greater weight placed on addressing: **Gaps in System of Care, Impact, Equity and definition of Need**)*

<p>1. <b>Narrative:</b> Brief narrative about what the proposal aims to accomplish and how in the next 36 months. Include:</p> <ul style="list-style-type: none"> <li>a. Target population</li> <li>b. Program structure</li> <li>c. Staffing requirements</li> <li>d. How your proposal benefits young children 0-5 in Marin County</li> </ul>
<p>2. <b>Priority Area:</b> At least one priority funding area is identified</p>
<p>3. <b>Collaboration:</b> Will you work with others to accomplish your proposal’s goals? Describe any collaborative work your proposal includes.</p>



4. <b>Advocacy:</b> Is there a component of your project that requires or would benefit from county, state or national level policy work? How will you include this in your work?
5. <b>Gap in System of Care is addressed:</b> Is there a gap in the system of care that your project is addressing? How do you know this is a gap? How does your project help address it?
6. <b>Current Funding:</b> How has the work you are proposing been funded to-date?
7. <b>Integration for Sustainability:</b> How do you plan to integrate the work and results you are proposing systemically to sustain them over time?
8. <b>Equity Focus:</b> How does your proposed work integrate equity? (in areas such as: geography, gender, ability/disability, race/ethnicity, language, immigrant status)
9. <b>Need:</b> How do you know what you are proposing is needed? Why is it needed now? Who have you talked with in the community to know?
10. <b>Impact Evaluation:</b> How will you measure the quality and impact of your proposed work? How will you know if your work is having the intended impact?
11. <b>Budget:</b> The budget worksheet is complete with all information required included.

G. RESERVATIONS

- First 5 Marin County reserves the right to cancel the RFP process at any time for any reason, even after review of all the applications, and is not responsible for any expenses incurred by an applicant in developing an application.
- First 5 Marin County reserves the right to reduce, amend, and/or rescind this RFP at any time prior to final execution of the contract.
- First 5 Marin County reserves the right to negotiate work plan, budget, and costs with any successful applicant. If negotiations fail to culminate in a contract, First 5 Marin County may select another applicant.
- First 5 Marin County is under no obligation to award a contract to the applicant that presents the lowest cost or highest yield.





**Attachment A: Proposal Narrative**

1. Provide a brief narrative (1200 words or less) about what your proposal aims to accomplish, and how it will accomplish it in the next 36 months. Include:
  - a. Your target population
  - b. Program/initiative structure including staffing requirements
  - c. How your proposal benefits young children 0-5 in Marin County.
  
2. Which priority funding area(s) does your proposal align with? (check all boxes that apply)
  - Child Care Solutions
  - Children's Mental Health, Physical Health & Wellness
  - School Readiness (child, parents, programs/systems)
  - Family Support and Parent-Led Advocacy
  - Maternal/Infant Support (prenatal/pregnancy, birth, postpartum/infant)
  - Collaborative efforts to improve systems of education or care for young children and their families

***In 1,000 words or less for each question, please answer the following about your proposal:***

3. Will you work with others to accomplish your proposal's goals? Describe any collaborative work your proposal includes.
  
4. Is there a component of your project that requires or would benefit from county, state or national level policy work? How will you include this in your work?
  
5. Is there a gap in the system of care that your project is addressing? How do you know this is a gap? How does your project help address it?
  
6. How has the work you are proposing been funded to-date?
  
7. How do you plan to integrate the work and results you are proposing systemically to sustain them over time?



8. How does your proposed work integrate equity? (in areas such as: geography, gender, ability/disability, race/ethnicity, language, immigrant status)
9. How do you know what you are proposing is needed? Why is it needed now? Who have you talked with in the community to know?
10. How will you measure the quality and impact of your proposed work? How will you know if your work is having the intended impact?

**Attachment B: Budget Worksheet (please see application for budget template)**