

# Sweetened Beverage Tax (SBT) Prenatal-to-Three Community Grant

## Request for Proposal (RFP) Information Session

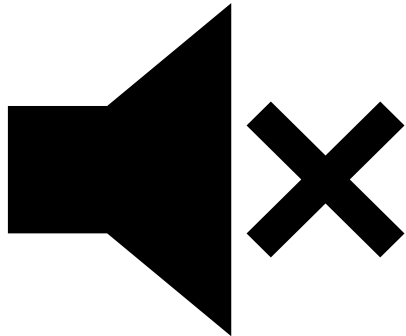


# Welcome!

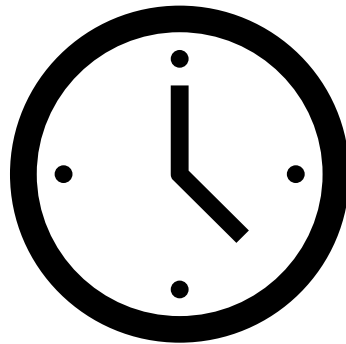
- Info Session Protocol
- Overview of Prenatal-to-Three Community Grant (PN-3) RFP
- Participant Question & Response
- Closing



# Info Session Protocol



**Participants on Mute**

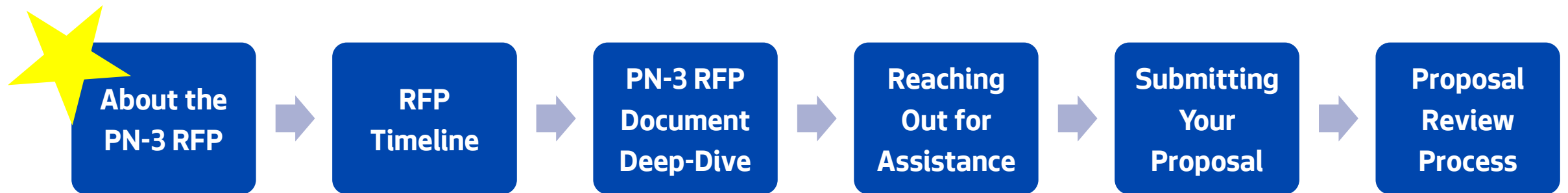


**All Answers Within 72 Hours**

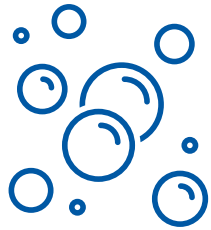


**No Identifiable Information**

# Roadmap of Presentation Topics



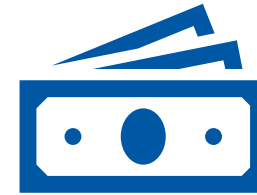
# About the PN-3 RFP



Sweetened Beverage  
Tax (SBT) in 2018



Community Advisory  
Board (CAB)



SBT revenue  
investments

# About the PN-3 RFP

## Eligibility for Funding: Who Can Apply?

- Entities that center the needs of priority populations - Black, Indigenous, People of Color (BIPOC), immigrant, refugee, low income, and emerging bilingual speaking communities.
- Organizations with missions to serve children aged birth to three, pregnant individuals, and/or guardians of children aged birth to three within the City of Seattle are encouraged to apply.
- Community-based organizations that are incorporated as non-profits are eligible to apply, unincorporated organizations are required to identify a fiscal sponsor for the proposal.



# About the PN-3 RFP

## What kind of proposals are ineligible for this funding?

- Provide quality supports or subsidies for licensed child care
- Solely focus on supporting general operations of an organization
- Are without a central focus on prenatal-to-age-three
- Focused on political lobbying



# About the PN-3 RFP

## Funding Amounts

- Approximately \$1.4 million dollars is available for this grant cycle
- Applicants are eligible to apply for a maximum of \$150,000 (minimum request of \$10,000).





# About the PN-3 RFP

## Desired Outcomes of this Investment:

- Healthy and equitable births
- Parental health and emotional wellbeing
- Access to needed services
- Sufficient household resources
- Nurturing and responsive child-adult relationships
- Optimal child health and development



# About the PN-3 RFP

## **Examples of programs/initiatives that seek to address disparities:**

- Maternal health programs
- Doula and/or pregnancy supports
- Home visiting and/or home-based supports
- Parent education and/or parent mental health support
- Developmental screening, assessment, and/or evaluation
- Enhancements to existing initiatives that would increase access
- Informal messaging campaign



# About the PN-3 RFP

## Funding Prioritization

**Applicant organizations** with the following characteristics will be prioritized for funding:

- Representative of and primarily serving priority communities
- Smaller organizations (budget and staff)
- Demonstrate authentic connections to the community they plan to serve



# About the PN-3 RFP

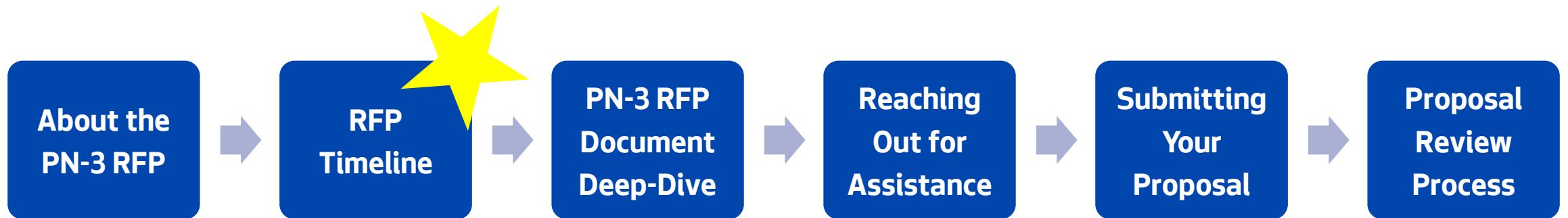
## Funding Prioritization

**Projects** that demonstrate the following will be prioritized for funding:

- Clearly outlines and supports how the project will positively impact priority communities and meet the grant program outcomes
- Address an unmet need in the community
- Describe a strong connection between the proposed work and one or more of the grants desired outcomes



# Roadmap of Topics



# RFP Timeline

**Technical assistance period:** September 6 – September 21

**Application deadline:** September 21

**Application review period:** September 22 – 30

**Clarification period:** September 26 – September 28

**Notification letters sent:** October 7

**Appeal period:** October 7 – October 13

**Individualized feedback sessions:** October 19 – October 21

**Contract development:** October 19 – November 30

**Contract period:** December 1, 2022 – November 30, 2023

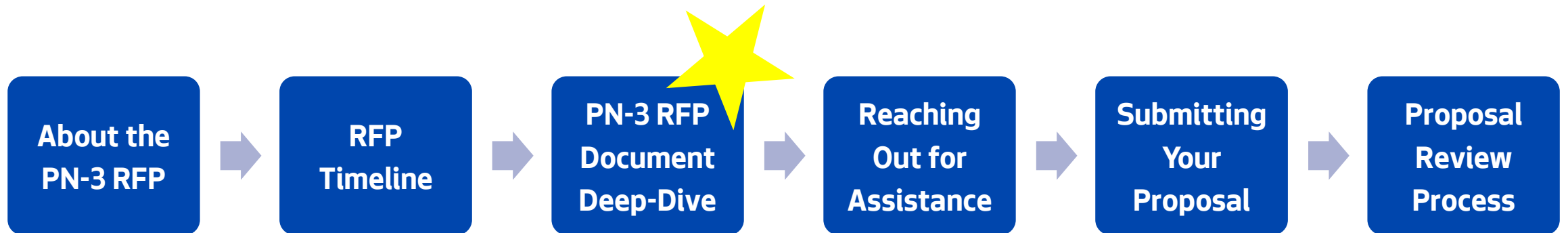




# RFP Timeline

- Reach out to a Technical Assistance provider as soon as you can
- Bookmark the Prenatal-to-Three webpage linked on DEEL's Funding Opportunities site
- Create calendar notices with the dates outlined in this timeline
  - Technical Assistance period
  - Q & A period
  - Final day to submit all elements of the RFP Application, corresponding attachments, and Budget Template

# Roadmap of Topics





# PN-3 RFP Document Deep Dive

The screenshot shows a web browser window with the URL [seattle.gov/education/for-providers/funding-opportunities/2022-prenatal-to-three-community-grants](https://www.seattle.gov/education/for-providers/funding-opportunities/2022-prenatal-to-three-community-grants). The page features a blue header with the Seattle logo and a language dropdown set to English. Below the header is a black box with the text "Prenatal-to-Three Community Grant" in white. Underneath, the text "Request for Proposals" is displayed. The main content area includes the Seattle Department of Education & Early Learning logo, the title "PRENATAL-TO-THREE COMMUNITY GRANT PROGRAM", and a photograph of a woman smiling with a child. A row of language selection buttons is visible, including Spanish, Vietnamese, Chinese, Korean, Somali, and Hindi. The main text describes the grant program's purpose and eligibility criteria. A note at the bottom states: "Please note: Changes to the funding process and timeline may occur. DEEL will not provide individual notice of changes, and applicants are responsible for regularly checking this webpage for technical updates."



Bookmark this page for easy and quick access!

<https://www.seattle.gov/education/for-providers/funding-opportunities/2022-prenatal-to-three-community-grants>

# PN-3 RFP Document Deep Dive

**How to apply**

Please click the link below to view the RFP Overview document, which will guide you through the application process.

RFP Technical Overview [Access RFP Overview PDF](#)

**Each of the following forms are required as part of your application for funding.** Please be sure to complete each of the following:

Application Submission Document	Access application in <a href="#">Word</a> or <a href="#">PDF</a>
Budget Submission Sheet	<a href="#">Download Excel file</a>

Use the following links to access forms and additional information you will need to apply for this funding opportunity.

Pre-Recorded Information Session	Link will be posted by Sept 6, 2022
Information Session Slides	Coming Soon
Frequently Asked Questions (FAQ)	Coming Soon

**How to submit your application:**

Email your application to [DEELFunding@seattle.gov](mailto:DEELFunding@seattle.gov). Please use the following naming convention in the subject line of your email and for the electronic files attached: "[Organization Name] - PN-3 Community Grant."

**How to submit questions**

To submit questions, please email [DEELFunding@seattle.gov](mailto:DEELFunding@seattle.gov) with "Question: PN-3 Community Grant" in the subject line. Responses will be published and linked in the table above.

## City of Seattle Sweetened Beverage Tax (SBT) Prenatal-to-Three Community Grant Program Request for Proposal Technical Overview

### INTRODUCTION

The Department of Education and Early Learning (DEEL) is requesting applications to the Prenatal-to-Three Community Grant Program from groups interested in providing prenatal-to-three supports to Black, Indigenous, and People of Color (BIPOC), immigrants, refugees, individuals with low income, and whose primary language is not English. Organizations with missions to serve children aged birth to three, pregnant individuals, and/or guardians of children aged birth to three within the City of Seattle are encouraged to apply.

The outcome of this investment is to support increased kindergarten readiness and reduce the disparities in outcomes for young children and families based on race, gender, or other socioeconomic factors. The program intends to accomplish this by supporting community-informed proposals that address obstacles contributing to these disparities. These include providing families access to critical resources and services, supporting healthy and equitable births, increasing parental health and wellbeing, strengthening caregiver-child relationships, and supporting optimal child health and development.

The Prenatal-to-Three (PN-3) Community Grant program is funded by revenue generated from the City Sweetened Beverage Tax (SBT) and allocated through recommendations made by the SBT Community Advisory Board. This grant has the following core goals:

1. Identify and fund projects that **advance racial equity** across core areas in support of the developmental continuum starting at pregnancy and ending at three years of age, including but not limited to prenatal services, healthcare, and caregiver supports.
2. Identify and fund proposals **designed in partnership with priority communities**, and
3. Provide a low-barrier opportunity for community-based organizations in the City of Seattle to apply for a **range of grant project types and funding amounts**.

Approximately \$1.4 million dollars is available during this grant cycle, which runs from December 1, 2022 – November 30, 2023. Grants will be awarded through a competitive request for proposal (RFP) process managed by the City of Seattle Department of Education and Early Learning (DEEL). **Because the purchase of sweetened beverages (and the revenue the tax generates) is subject to multiple variables, funding availability and levels may fluctuate from year to year.**

This RFP seeks proposals for the following:

Available Funding	Eligible Applicants	Service/Programmatic Components
\$1,400,000	Community-based organization that are incorporated as non-profit organizations  Community organizations or collaborations that are not incorporated as a non-profit such as community collaboratives, coalitions and or other affinity groups  <i>*Any unincorporated entity must identify a fiscal sponsor that will share its 501(c)(3) status in their application.</i>	Supports for young children and families or pregnant individuals: <ul style="list-style-type: none"> <li>• New programs and initiatives</li> <li>• Supports for expanding or improving existing programs or initiatives</li> </ul>

To be considered for funding, eligible applicants are invited to submit RFP applications **by 5:00 pm Seattle Time on September 21, 2022**. DEEL will notify successful applicants before **October 7, 2022**. RFP materials and updates are available on DEEL's [Funding Opportunities](#) webpage. RFP materials and updates are available on DEEL's [Funding](#)

# PN-3 RFP Document Deep Dive

Seattle | English

## How to apply

Please click the link below to view the RFP Overview document, which will guide you through the application process.

RFP Technical Overview	<a href="#">Access RFP Overview PDF</a>
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Each of the following forms are required as part of your application for funding. Please be sure to complete each of the following:

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### How to submit your application:

Email your application to [DEELFunding@seattle.gov](mailto:DEELFunding@seattle.gov). Please use the following naming convention in the subject line of your email and for the electronic files attached: "[Organization Name] - PN-3 Community Grant."

### How to submit questions

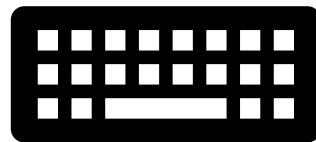
To submit questions, please email [DEELFunding@seattle.gov](mailto:DEELFunding@seattle.gov) with "Question: PN-3 Community Grant" in the subject line. Responses will be published and linked in the table above.



City of Seattle Sweetened Beverage Tax (SBT)  
Prenatal-to-Three Community Grant Program  
Grant Application

Organization Program Information	
Organization Name	<a href="#">Sabree Education Services</a>
Primary Contact Name & Role	<a href="#">Reeshemah Brightly</a>
Primary Contact Phone Number	206-555-5555
Primary Contact Email Address	<a href="mailto:rbrightly@gmail.com">rbrightly@gmail.com</a>
Name of Proposal	Doula Dads
Intended Outcomes Impacted	Check all that apply <input checked="" type="checkbox"/> Access to Needed Services <input checked="" type="checkbox"/> Healthy & Equitable Births <input checked="" type="checkbox"/> Parental Health & Emotional Wellbeing <input type="checkbox"/> Nurturing & Responsive Child-Parent Relationships <input type="checkbox"/> Optimal Child Health & Development
Total Funding Request	\$150,000
Between \$10,000 - \$150,000	
Priority Populations to be Served	<input checked="" type="checkbox"/> BIPOC Communities <input type="checkbox"/> Immigrant Communities <input type="checkbox"/> Refugee Communities <input checked="" type="checkbox"/> People with low income <input type="checkbox"/> Emergent Bilingual Communities <input checked="" type="checkbox"/> Other marginalized population(s) served: LGBTQIA+ (specifically Transgender community)
Zip Codes to be Served (List zip codes where service delivery is planned to take place)	98108, 98106, 98104
Fiscal Sponsor (if applicable)	Trans Families - EIN 45-4910834
Number of Staff	2
Approximate Annual Budget	\$50,000

# RFP Application Organizational & Program Information



Type directly in  
the document.

Organizational & Program Information	
Organization Name	Sabree Education Services
Primary Contact Name & Role	Reeshemah Brightly
Primary Contact Phone Number	206-555-5555
Primary Contact Email Address	rbrightly@gmail.com
Name of Proposal	Doula Dads
Intended Outcomes Impacted	<p>Check all that apply</p> <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Access to Needed Services</li> <li><input checked="" type="checkbox"/> Healthy &amp; Equitable Births</li> <li><input checked="" type="checkbox"/> Parental Health &amp; Emotional Wellbeing</li> <li><input type="checkbox"/> Nurturing &amp; Responsive Child-Parent Relationships</li> <li><input type="checkbox"/> Optimal Child Health &amp; Development</li> </ul>
Total Funding Request Between \$10,000 - \$150,000	\$150,000
Priority Populations to be Served	<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> BIPOC Communities</li> <li><input type="checkbox"/> Immigrant Communities</li> <li><input type="checkbox"/> Refugee Communities</li> <li><input checked="" type="checkbox"/> People with low income</li> <li><input type="checkbox"/> Emergent Bilingual Communities</li> <li><input checked="" type="checkbox"/> Other marginalized population(s) served: LGBTQJA+ (specifically Transgender community)</li> </ul>
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Number of Staff	2
Approximate Annual Budget	\$50,000





# RFP Application Project Narrative

## Project Narrative

Answer the following questions. Try to keep each written response to a page or less. You may also supplement your responses with documents that support or illustrate your responses.

1. This funding is intended to support priority populations - BIPOC Communities, Immigrant Communities, Refugee Communities, People with low income, Emergent Bilingual Communities. **Describe how your organization's leadership and project staff reflect the culture and demographics of community you seek to support.**
2. Community engagement allows us to identify and understand a community's unique needs, allows us to co-create culturally affirming solutions to addressing those needs, and positions us well to execute these ideas with humility and sensitivity. **How has your organization established authentic connections to the community you plan to serve?**
3. Whether it is supporting the health and emotional wellbeing of parents and guardians, supporting families' access to needed services like food and housing, or supporting equitable births, the prenatal to three period presents an exciting opportunity to have a profound impact on maternal and infant mortality as well as lifelong health and wellbeing. **Provide a brief summary of the proposed project, speaking to each of these prompts:**
  - a. **The need(s) being addressed in the proposed project**
  - b. **How the activity or activities will address the identified need**
  - c. **How the proposed program addresses a need not currently being met in the community**
4. **Describe how the proposed activities are likely to exert a sustained, powerful, and positive influence on one or more of the grant's desired outcomes:** Access to Needed Services, Healthy & Equitable Births, Parental Health & Emotional Wellbeing, Nurturing & Responsive Child-Parent Relationships, Nurturing & Responsive Child Care, Optimal Child Health and Development.



# RFP

## Application

### Acknowledgement of COVID-19 Vaccine Requirement

#### Acknowledgement of COVID-19 Vaccine Requirement for City of Seattle Contractors

On September 28, 2021, Mayor Durkan issued Executive Order 2021-08: COVID-19 Vaccination Requirements for City Contractors requiring City of Seattle contractors and volunteers be fully vaccinated if their work involves being on-site or in-person. If you are awarded a contract as a result of this RFP, [you will need to submit this attestation form](#) to the City of Seattle before you can begin performing services. For instructions on completing the form, [review this How-to Guide](#). If you have concerns about meeting this requirement, please reach out to [DEELFunding@seattle.gov](mailto:DEELFunding@seattle.gov). You can read more information about the [COVID-19 Vaccination Requirements for City Contractors and Volunteers here](#). Please check the box below to confirm:

- I have (1) read the [Executive Order](#), (2) understand the Executive Order, and (3) I will comply with the Executive Order.

*To the best of my knowledge and belief, all information in this application is true and correct. The document has been duly authorized by the governing body of the applicant who will comply with all contractual obligations if the applicant is awarded funding.*

Name and Title of Authorized Representative
Signature of Authorized Representative and Date



# RFP Application Budget Submission Sheet

seattle.gov/education/for-providers/funding-opportunities/2022-prenatal-to-three-community-grants

**Seattle** English

## How to apply

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PN-3\_Budget\_ApplicationTemplate\_FINAL(0)

File Home Insert Page Layout Formulas Data Review View Help

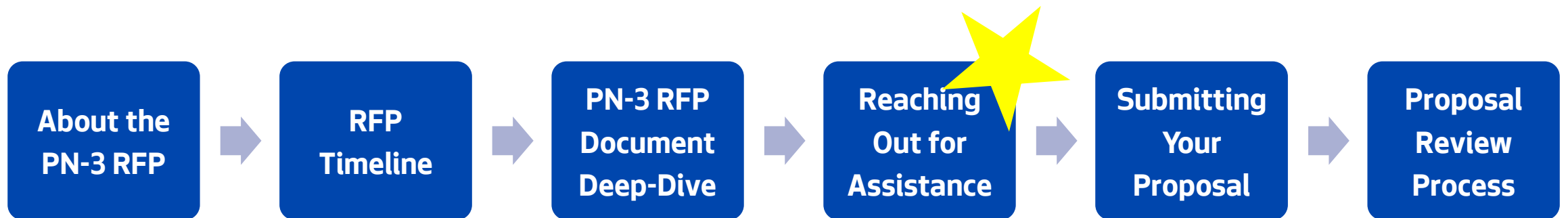
Calibri 10

Clipboard Font Alignment

PN-3 Budget Template

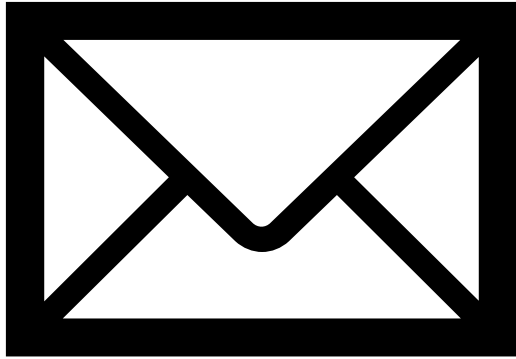
Prenatal To Three Community Grant Program Budget Template						
Organization Name:						\$ - Total funding requested (maximum \$150,000)
Proposed Program/Service Name:						\$ - Total Program/Service Cost
Instructions: Complete the budget tables below by inputting the amount of funds you are requesting by line item and describing what those funds will purchase. The budget should tie directly to the services you plan to provide and the number of students you plan to serve. If you will be utilizing additional fund sources to deliver your proposed program/service, please include amounts by fund source so a total program cost can be evaluated.						
Table 1: Personnel Expenditures						
Salary Funding						
Position Title	FTE	Proposal Funding	Leverage d Funding	Other Funding or In-Kind	TOTAL	Description of Expense: Please outline roles and responsibilities of each position and any variation in FTE (e.g., pre-program planning, program management during the summer, etc.), and describe how each connects to your program/service proposal.
1					\$0	
2					\$0	
3					\$0	
4					\$0	
5					\$0	
6					\$0	
7					\$0	
8					\$0	
9					\$0	
10					\$0	
Subtotal:		\$0	\$0	\$0	\$0	
Benefits Rate:						Insert benefits percentage to the left in cell C22 (e.g. 24%)
Benefits:		\$0	\$0	\$0	\$0	
Personnel Sub-Total		\$0	\$0	\$0	\$0	
Table 2: Non-Personnel Expenditures						
Item Name	Proposal Funding	Leverage d Funding	Other Funding or In-Kind	TOTAL	Description of Expense: List all subcontracts, supplies, materials, transportation, and other proposed expenditures. Please include the requested amount as well as a brief description, including how each connects to your program/service proposal.	
1				\$0		
2				\$0		
3				\$0		
4				\$0		
5				\$0		
6				\$0		
7				\$0		
8				\$0		
9				\$0		
10				\$0		
Subtotal:		\$0	\$0	\$0	\$0	
Indirect/Adm'n Costs (max 15%):		\$0	N/A	N/A	N/A	Insert indirect/adm'n percentage to the left in cell C40. Note the maximum allowable is 15%.

# Roadmap of Topics

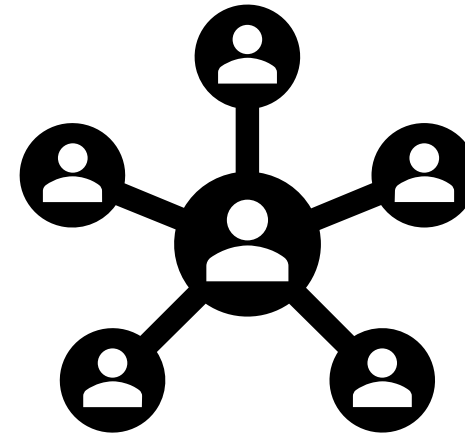




# Reaching Out for Assistance

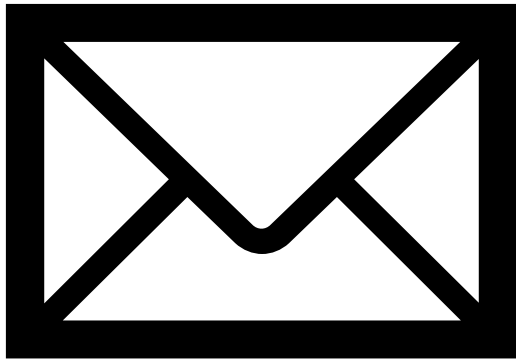


Email [DEELFunding@seattle.gov](mailto:DEELFunding@seattle.gov)



Technical Assistance

# Reaching Out for Assistance

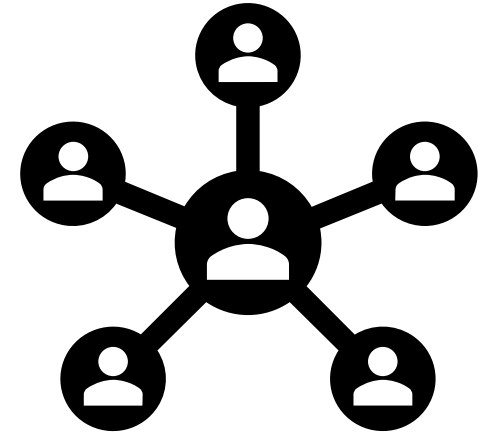


Email [DEELFunding@seattle.gov](mailto:DEELFunding@seattle.gov)

- Interpreting the text in the RFP Technical Overview
- Mechanics of submitting the proposal
- Response provided through DEEL Funding Opportunities webpage within 3-5 business days

# Reaching Out for Assistance

- Determine their eligibility and/or suitability of their application for this funding opportunity
- Understand how to respond to the prompts in the short answer portion
- Conceptualize proposed services based on applicants' previous experience, connections to their respective communities, areas of expertise
- Be thoughtful in their planning and the completion of the required budget template



Technical Assistance

# Meet Your Technical Assistance Providers!



**Catherine Verrenti**

# Meet Your Technical Assistance Providers!



**Hassan Wardere**

# Meet Your Technical Assistance Providers!



**Jing Fong**

# Meet Your Technical Assistance Providers!



**Roxanne Hood Lyons**



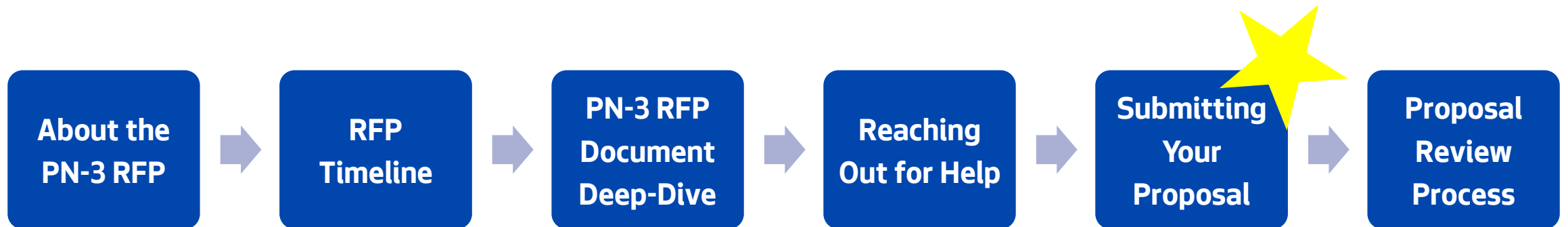
# Meet Your Technical Assistance Providers!



**Betsey Archambault**



# Roadmap of Presentation Topics

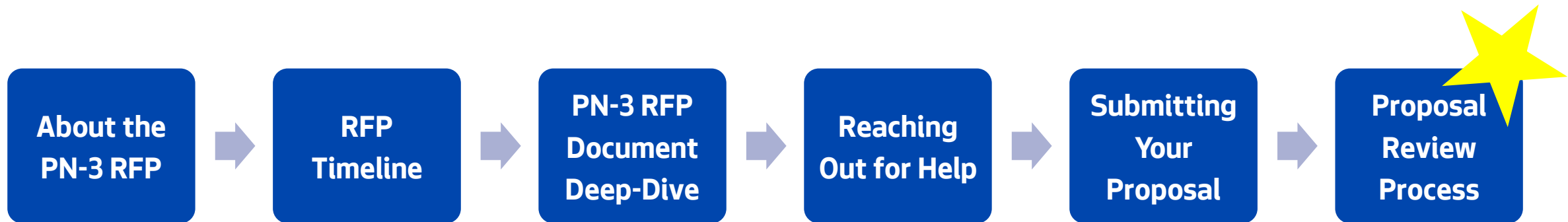


# Submitting Your Proposal

TABLE A: Technical Compliance

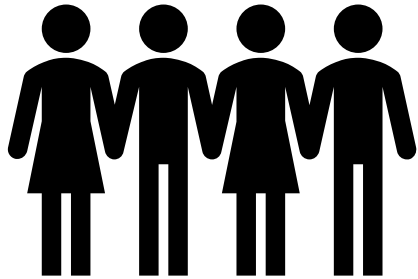
Complete	Item
<p>Yes    No</p>	<p>Submitted on time, on or before 5:00 pm (Seattle time) <b>September 21, 2022</b>, to <a href="mailto:DEELFunding@seattle.gov">DEELFunding@seattle.gov</a>.</p>
<p>Yes    No</p>	<p>Application complete inclusive of all required narrative sections:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Grant Application in PDF or Word document</li> <li><input type="checkbox"/> Acknowledgement of COVID-19 Vaccine Requirement</li> <li><input type="checkbox"/> Signature of Authorized Representative</li> <li><input type="checkbox"/> Budget Template</li> </ul>

# Roadmap of Presentation Topics



# Proposal Review Process

Competitive Process - No Guarantee of Funding



**Review Panel:**  
**Community Members**  
**SBT CAB Members**  
**City Staff**



**Proposals assessed**  
**through the lens of the**  
**priority criteria outlined in**  
**the RFP Technical**  
**Overview**

# Question & Response Opportunity



# Closing

- Submit questions about RFP to [DEELFunding@seattle.gov](mailto:DEELFunding@seattle.gov)
- Proposals must be submitted on or before September 21, 5:00 pm, Pacific Time
- Submit applications to [DEELFunding@Seattle.gov](mailto:DEELFunding@Seattle.gov) with the subject line titled as **"PN-3 Community Grant Program"**
- Provide 24 hour's notice to the [DEELFunding@seattle.gov](mailto:DEELFunding@seattle.gov) inbox if you will be submitting a printed application in person



# Thank you very much!

SEATTLE  
CITY HALL

