

**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
\$1,40,000	<p>Community-based organization that are incorporated as non-profit organizations</p> <p>Community organizations or collaborations that are not incorporated as a non-profit such as community collaboratives, coalitions and or other affinity groups</p> <p><i>*Any unincorporated entity must identify a fiscal sponsor that will share its 501(c)(3) status in their application.</i></p>	<p>Supports for young children and families or pregnant individuals:</p> <ul style="list-style-type: none"> • New programs and initiatives • Supports for expanding or improving existing programs or initiatives

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](#)

[Opportunities webpage](#). DEEL will not provide individual notice of changes, and applicants are responsible for regularly checking the RFP webpage for technical assistance information, updates, clarifications, or amendments.

SCHEDULE

Event	Date/Date Range*
Request for Proposal (RFP) Application Opens	August 31
Technical Assistance Period	September 5 – 21
Prerecorded Session {LINK}	Available September 5
Live Information Session #1 {LINK}	September 6, 6:00 pm – 7:30 pm
Live Information Session #2 {LINK}	September 7, 10:30 – 12:00 am
Last day to send questions to DEELFunding@seattle.gov	September 16
Q & A Document Updated on DEEL’s Funding Opportunities Webpage	August 31 – September 21
RFP Applications Due	September 21
Technical Compliance Review	September 21 – 23
Review Panel Scoring	September 26 – 27
Review Panel Clarification	September 28
Review Panel Deliberations	September 29 – 30
Notifications Issued to Applicants	October 7
Decision Appeal Period	October 7 – 13
Individualized Feedback Provided (by appointment only)	October 19 – 21
Contract Negotiation Period	October 19 – November 30
Contract Execution Period	December 1, 2022 – November 30, 2023

**Dates and times are subject to change*

INVESTMENT OVERVIEW

On June 6, 2017, the Seattle City Council passed Ordinance 125324 (the Ordinance), a tax collected on the final distribution of sugar-sweetened beverages by a distributor. It was designed to improve the health of Seattle residents by reducing the sales and consumption of sugary drinks. The revenue generated by the tax is intended to fund programs that increase access to healthy food and support children’s health and development.

The Ordinance also established the Sweetened Beverage Tax Community Advisory Board (CAB), a group to advise and make recommendations to the Mayor and City Council on initiatives supported by the beverage tax revenue. In June 2019, the CAB conducted a series of community engagement activities meant to capture the voices of residents' previous engagement efforts missed. The focus of the engagement was programs and services relating to food access, food insecurity, child development, and early learning. At the beginning of 2020, the CAB heard from Human Services Department (HSD), Department of Education and Early Learning (DEEL), and Office of Sustainability & Environment (OSE) about the investments currently supported by SBT funds. The CAB recommended a public funding opportunity intended

for community organizations that specialize in high-quality prenatal-to-three and kindergarten readiness services that seek to reduce the disparities in outcomes for children and families based on race, gender, or other socioeconomic factors.

The City of Seattle currently funds, through revenue from the SBT and the City General Fund, programs in prenatal to three (PN-3) including home visiting, developmental supports, child care health consultation, child care subsidies and quality supports for child care. All the current PN-3 investments seek to address racial equity gaps and support families and caregivers. This funding is intended to strengthen the City’s work in prenatal to three, with the core premise that organizations that center community in their work are best positioned to understand the program and interventions that will close the persistent opportunity gaps in Seattle.

The intention of this funding opportunity is to also make it accessible and low barrier to apply. The City has contracted with community-based technical assistance providers to support proposal development as well as providing language access supports as needed.

PROPOSALS

The program intends to support community informed proposals that strengthen kindergarten readiness and reduce the disparities in outcomes for young children and families based on race, gender, or other socioeconomic factors.

Specifically, this funding opportunity is seeking proposals that advance racial equity in the Seattle community and are:

- Aimed at serving priority populations
- Community-directed
- Culturally and linguistically responsive
- Implemented by organizations whose staff and leadership reflect the populations they serve
- Demonstrate the ability to make positive impacts to their intended recipients

An overview and examples are outlined in the table below. These examples are **intended to be illustrative**, and it is anticipated that the grants program will receive eligible proposals not specifically connected to these examples.

Scope of Work	Examples of Programs
<p>Proposals that directly support families, caregivers and pregnant individuals. These proposals are required to focused on either pregnant individuals or families with infants and toddlers. It is acceptable to both start new programs or outline areas of additional investments in existing programs that could enhance impact for the priority populations.</p> <p>Outcomes for young children and their families are:¹</p> <ul style="list-style-type: none"> • Access to Needed Services • Healthy and Equitable Births • Parental Health and Emotional Wellbeing • Nurturing and Responsive Child-Parent Relationships • Nurturing and Responsive Child Care • Optimal Child Health and Development 	<p>Access to Needed Services</p> <ul style="list-style-type: none"> • support with navigating enrollment in programs that assist in paying for basic living expenses like housing and health care <p>Healthy and Equitable Births</p> <ul style="list-style-type: none"> • doula and/or pregnancy supports • assist in accessing healthcare <p>Parental Health and Emotional Wellbeing</p> <ul style="list-style-type: none"> • establishment of parent networks • supports that promote social emotional well-being and access <p>Nurturing and Responsive Child-Parent Relationships</p> <ul style="list-style-type: none"> • home visiting and/or home-based services • parent education <p>Nurturing and Responsive Child Care</p>

¹ [Prenatal-to-Three Policy Impact Center, Prenatal-to-Three Policy Clearinghouse](#)

	<ul style="list-style-type: none"> • quality supports for informal caregiving (such as Family, Friend, and Neighbor Care) <p>Optimal Child Health and Development</p> <ul style="list-style-type: none"> • activities related developmental screening and evaluation • informational messaging campaigns
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Projects that are not eligible for this funding opportunity include proposals that:

- 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

Prioritization of Projects for Funding

The grant program will have two types of priority: **1.** Priority based on characteristics of the organizations or proposers themselves; and **2.** Priority based on the project proposals. The application’s questions are intended to gather information to support the city’s assessment of each priority.

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

1. Representative of and primarily serving priority communities
2. Demonstrated organizational structures and strategies to engage with the community, particularly with young families
3. Smaller organizations with limited paid staff

Projects outlined in the grant applications that demonstrate the following will be prioritized for funding:

1. Provides evidence of a process for co-designing and co-creating proposal with community members that will be benefiting from the project
2. Demonstrates project characteristics that are culturally responsive and promote equitable access
3. Clearly outlines and supports how the project will positively impact priority communities and meet the grant program outcomes

Grant Funding & Awards

Grantees are eligible to receive funding up to \$150,000, the minimum grant request is \$10,000. Applicants are limited to submitting one project during this grant cycle. As the Sweetened Beverage Tax is dependent on consumer demand for sugary beverages, grants are subject to funding availability. **Requesting a lower amount of funding will not increase the attractiveness of proposals. Refer to Table B below for the list of scoring criteria.**

Each eligible grant application will be **reviewed by a funding panel** that will include members of the community, members from the Sweetened Beverage Tax Community Advisory Board and City staff. Applications will be assessed through the **lens of the priority criteria outlined in the RFP.** The review panel will consider the proposals received and seek to fund a **diverse range of project concepts and communities of focus.**

Once funded, awardees will have the following options and requirements:

- Awardees will negotiate a contract with DEEL.
- Awardees will have the option to include compensated planning time at the beginning of the contract.
- Awardees will be able to use up to 25% of their grant award for indirect, or operational, costs.

- Awardees will have the option to receive ongoing technical assistance during the grant period if requested by the grantee.
- Awardees will be required to submit grant reporting.

Current SBT Prenatal to Three Community Grant grantees are eligible to apply for this funding opportunity.

TECHNICAL ASSISTANCE

The City is providing the opportunity for all prospective applicants to receive direct technical assistance (TA) in developing their proposals from experienced community-based consultants. Individuals interested in utilizing TA can reach out directly to any of the providers for assistance. Language access supports will be provided upon request of interested applicants.

TA Provider	Background
<p>Catherine Verrenti</p> <p>Contact at: catherine@verrenticonsulting.com</p>	<p>Catherine Verrenti is thrilled to have an opportunity to support CBOs that are deeply embedded in the community. She offers skills and insights gained from her twenty years of hands-on experience, including at Neighborhood House and YouthCare. This expertise includes grant development plus managing a wide range of culturally responsive youth development, family support, out-of-school time, case management and homeless programs. She approaches this work by first listening to what CBOs hope to accomplish for youth in their community. This might be articulating a strong needs statement, helping to develop partnerships, or forming a compelling grant narrative. She can be uniquely helpful in fine-tuning program designs, projecting achievable performance targets and developing budgets. She is particularly excited to help CBOs think through all parts of their program to ensure strong program launch and implementation.</p>
<p>Hassan Wardere</p> <p>Contact at: projects@bulleconsulting.com</p>	<p>Hassan Wardere specializes in project management, authentic community engagement, capacity building, change management, strategic planning and partnerships, technical assistance, etc. Hassan utilizes a unique strategy of valuing home cultures when supporting the development of strategic ideas, successful designs and integration of creative, customized, equity-driven programs, and services. Applying Results-Based Management (RBM) that honors internal strength is one of the strategies that Hassan uses for both small and large organizations. This tailored RBM approach gives an organization the leverage to hold onto its cultural values and contribute to the achievement of each program's outcome. He also has an extensive experience working with CBOs that serve immigrant and refugee families.</p>
<p>RHL Consulting</p>	<p>RHL Consulting has a team of TA providers available for assistance and can match applicants with the most appropriate TA provider. Contact at: rhlconsulting@gmail.com</p>
<p>Roxanne Hood-Lyons</p> <p>Contact at: rhlconsultingteam@gmail.com</p>	<p>Roxanne Hood Lyons promotes community impact through executive coaching, capacity building and assisting organizations in accessing funds. With experience as a funder, consultant, and executive director of a small community-based organization, she will help you build a proposal that leverages your staff and community strengths while increasing the capacity of your organization.</p>

	Working in a conversational style, Roxanne will help you highlight your stories to create a compelling proposal that build on your unique ideas and community’s strengths. She is happy to support you in identifying how your program fits with this opportunity, editing, and increasing the power of your proposal, and developing a budget that supports your work.
Jing Fong Contact at: rhlconsultingteam@gmail.com	Jing Fong has over 35 years’ experience in the public, private and nonprofit sectors as a strategic consultant, writer, and editor, specializing in education and public affairs. Jing most recently served as the education outreach manager for YES! Media. She is a member of her community’s Race Equity Advisory Committee. (Note: Jing Fong works in partnership with Roxanne Hood Lyons and RHL Consulting.)
Betsey Archambault Contact at: rhlconsultingteam@gmail.com	Betsey is principal with Cooper Consulting and a part of the RHL Consulting team. She has worked for 15 years with nonprofits nationally and internationally, including Nepal, India, China, and Chad. A founding executive director, Betsey provides fundraising assistance (grant writing, individual gifts, fund development planning, and diversification) for small organizations. She speaks Japanese proficiently. (Note: Betsey Archambault works in partnership with Roxanne Hood Lyons and RHL Consulting.)

PROCESS AND CRITERIA FOR EVALUATION

Prenatal-to-Three Community Grant Program RFP applications will be evaluated according to a three-part process:

Part I: Technical Compliance Review - Applications will be reviewed for technical compliance to verify that the application was submitted complete and on time. DEEL reserves the right to reject any application that is late or incomplete. To be considered technically compliant, submitted applications must contain the items below. The application may be deemed not technically compliant or not to be evaluated further if the checklist items are absent or incomplete.

DEEL reserves the right to waive immaterial defects or irregularities and may conduct follow-up interviews to obtain additional information from completed applications. DEEL reserves the right to screen applicants without further discussion of the application submitted.

TABLE A: Technical Compliance

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

Part II: Scoring Proposals - A review panel will evaluate applications using the RFP Scoring Criteria. Application scores and review panel discussions will inform review panel recommendations for funding awards.

TABLE B: Proposal Scoring Criteria & Weighting

Criteria	Weight
<ul style="list-style-type: none"> • Organization has as small number of staff members • Organization centers its mission on serving priority populations • Organization’s staff, senior leadership, and/or board of directors are representative of the priority communities and populations they serve • Organization describes how they have established authentic connections to the community in which the proposal intends to serve 	35 %
<ul style="list-style-type: none"> • Clearly identifies the community need the proposal intends to address • Proposal meets a need in the community not currently addressed by other initiatives 	35 %
<ul style="list-style-type: none"> • Proposal outlines and supports how the project is likely to exert a sustained, powerful, and positive impact on one or more of the grant’s desired outcomes • Project describes an approach to supporting and engaging families and community that is responsive to cultural and linguistic needs 	30 %
TOTAL	100 %

Part III: Evaluation Process and Contract Negotiations - DEEL will consider review panel recommendations, SBT CAB investment alignment, and other priorities named below. Final funding decisions will be made by the DEEL Director based on scoring and other relevant factors. DEEL will notify each applicant of the decision and will authorize award of agreements. The review panel will rank applications from highest to lowest and make initial funding recommendations. The highest-ranked application may not correspond to the highest funding allocation.

If an applicant is selected for funding, the applying organization should be prepared to collaborate with DEEL to finalize a workplan based on their RFP proposal that will be incorporated into a contract. Awarded applicants should be prepared to discuss and negotiate aspects of their RFP proposal prior to completing the contract. These aspects may include, but are not limited to, the amount of funding, proposed programming and/or services, priority community participation, and performance measures. Grantees should expect reporting deliverables commensurate with the level of funding awarded, ranging in frequency from monthly updates for higher awards to annual reports for the smallest amounts.

DEEL reserves all rights not expressly stated in the RFP, including awarding partial funding, and negotiating with any applicant regarding the amount of funding and other terms of any contract resulting from this RFP. If DEEL and any applicant selected under this RFP are unable to come to agreement on a final contract, DEEL may, in its discretion, choose not to provide funding.

ADDITIONAL REQUIREMENTS

Successful applicants will enter a contract for services with the City of Seattle and will need to adhere to the following additional contractual conditions. Conditions may be amended, or additional requirements may be included during the contract negotiation process.

TERM OF CONTRACT

- Contracts may begin anytime between December 1, 2022, and November 30, 2023. Start and end dates will be determined during contract negotiation with successful applicants. Once funded, awardees will have the following options and requirements:

- Awardees will negotiate a contract with DEEL.
- Awardees will have the option to include compensated planning time at the beginning of the contract.
- Awardees will have the ability to include up to 25% of the grant award in indirect or operational costs
- Awardees will have the option to receive ongoing technical assistance during the grant period if requested by the grantee.
- Awardees will be required to submit grant reporting.

PAYMENT, RECORDS, AND AUDIT

- The Agency shall timely furnish such other reports and information as may be requested by DEEL related to this Agreement or the Work, including statements and data specifying services provided, and data demonstrating achievement of the minimum outcome and indicator targets. The City shall have the right to withhold payment to the extent that missing or inadequate documentation does not demonstrate entitlement to payment.

APPEALS PROCESS

The Seattle Department of Education and Early Learning (DEEL) will notify applicants in writing of the outcome of the submission. Written notification will be sent via email to the email address submitted on the Cover Sheet. Any applicant wishing to appeal the decision must do so in writing within four (4) business days of the email notification of DEEL's decision. An appeal must clearly state a rationale based on one (or more) of the following criteria only:

- Violation of policies or guidelines established in the RFP process
- Failure to adhere to published criteria and/or procedures in carrying out the RFP process

Note: Disagreeing with the outcome is not a valid reason to appeal the decision and will not be considered.

Appeals must be sent by email to the following:

DEELFunding@seattle.gov

Subject line: PN-3 Community Grant

The DEEL Director (or designee) will review the written appeal and may request additional information from the applicant. A written decision from the DEEL Director (or designee) will be sent within five (5) business days of the receipt of the appeal. This decision is final.