

# Sweetened Beverage Tax Prenatal-to-Three Community Grant Program

Prepared for SBT Community Advisory Board - 08/20/2021



# Design Process

4 Entities of Influence



**SBT CAB RFP Recommendations**



**Continued Community Conversations**

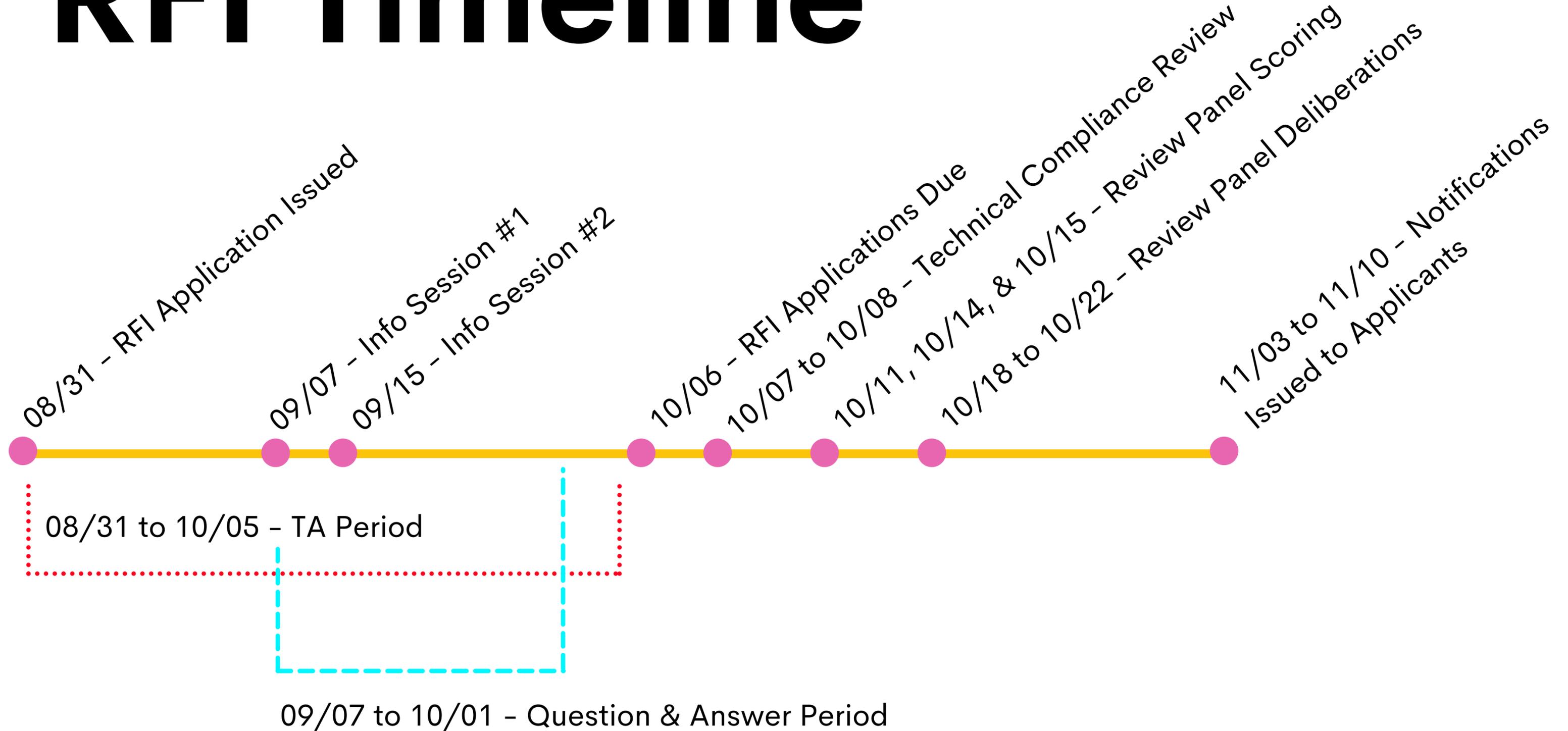


**SBT CAB Steering Committee**



**DEEL SBT Prenatal-to-Three RFI Team**

# RFI Timeline



# Grant Outcomes

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*The guiding 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 well being, strengthening nurturing and responsive caregiver-child relationships and supporting optimal child health and development.*

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# Purpose

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- support community-based organizations working to positively impact priority communities;
- fund work that advances racial equity in the prenatal-to-three space;
- fund proposals designed in partnership with priority communities; and
- provide low-barrier opportunity for organizations to apply for a range of grant project types and funding amounts.

# Eligible Applicants



**The application is open to a range of entities including:**

- nonprofits
- coalitions
- collectives
- neighborhood groups
- cultural or language groups
- youth and senior groups
- BIPOC, immigrant, and refugee-owned businesses

**Any unincorporated entity must, in their application, identify a fiscal sponsor that will share its 501(c)(3) status.**

# Direct Services

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Proposals to start new, or strengthen existing, programs that directly support families and children.

- maternal health program
- doula and/or pregnancy supports
- home visiting and/or home-based services
- parent education and/or parent mental health supports
- quality supports for informal caregiving
- enhancements to currently funded initiatives such as translation, training, family supports that promote social-emotional well-being and access



# Community Alignment Initiatives

Proposals focused on community collaborations, planning, and/or engagement.

- community engagement initiatives
- activities in support of cross-system and/or cross sector collaboration
- shared learning initiatives with partner organizations
- conducting a community needs assessment to deepen connection to community



# Ineligible Proposals

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Projects that are **not** eligible for this funding opportunity are proposals that:

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

# Prioritization

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## **Organizations:**

- Represented by and primarily serving priority communities
- Demonstrated organizational structures and strategies to engage with the community, particularly young families
- Smaller organizations with limited paid staff

## **Projects:**

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

# Funding



Grantees are eligible for funding up to \$150K, the minimum grant request is \$10K.

Applications will be assessed through the lens of the priority criteria outlined in the RFI.

The review panel will consider the proposals received and seek to fund a diverse range of projects concepts and communities of focus.

The grant program will seek to fund a range of funding request levels, a minimum of 25% of the total grant funding, subject to applications received, will be reserved for requests less than \$75K.

# Low-Barrier Funding Opportunity

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- Free, direct technical assistance
- Provide support in conceptualizing proposals
- Three experienced community-based consultants
  - development of proposals
  - align proposal to the priorities of the RFI
  - observe technical guidelines



# Low-Barrier Funding Opportunity

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- Brief application (3 narrative responses)
- RFI Summary Companion, translated in each of Seattle's Tier 1 languages
- 2 live information sessions
- Extended Q&A period with frequent updates publicly posted



# Continued Community Outreach

- Individual conversations with local leaders – "What are your trusted resources?"
- TA consultants' networks
- Translated Coming Soon announcement
- Social media toolkit
- Press release to accompany issuance of RFI
- OIRA's Ethnic Media List
- Emerging Alliance of Communities of Color (EACC)



# Laulima

"Many hands make light work."

**Recruiting community members to join the SBT Prenatal-to-Three Community Grant review panel.**

- Familiarity with the prenatal-to-three stage, lived experience counts!
- Connection to any of the grant's priority communities

**Please circulate the RFI widely within your professional and personal networks.**

**Thank you  
very much!**

