

Sweetened Beverage Tax Prenatal-to-Three Community Grant Request for Proposal

INTRODUCTION

The Department of Education and Early Learning (DEEL) is requesting proposals from community-based organizations (CBOs) interested in providing services to improve health and educational outcomes for individuals in the prenatal-to-three period through the City of Seattle **Sweetened Beverage Tax (SBT)**.

The Prenatal to Three (PN-3) Community Grant investment strategy aims to support community-informed programs that reduce disparities for pregnant individuals, infants, toddlers, and their families that disproportionately affect marginalized communities. Addressing these disparities will position families to best support the healthy growth and development of their infant and toddler-aged children, thereby improving kindergarten readiness.

Approximately \$1.49 million dollars is available for this investment for 2025-2027. Eligible entities may submit one proposal requesting a maximum of **\$149,000** per year for a total of **\$298,000** over two years. Contingent on funding and performance, organizations funded through this competitive process may be extended through future years. Funding will be awarded through this Request for Proposal (RFP) process managed by the City of Seattle Department of Education and Early Learning (DEEL). This PN-3 Community Grant RFP seeks proposals for services related to:

1. Healthy and Equitable Births
2. Parental Health and Emotional Wellbeing
3. Nurturing and Responsive Caregiving

DEEL is prioritizing funding for community-based organizations (CBOs) with missions to serve expecting (pre-natal) parents, caregivers, or guardians of children aged birth to three within the City of Seattle with a particular interest in reaching priority populations, defined as communities of color, immigrants, refugees, people with low income, and English language learners. Successful proposals will receive two years of funding, conditioned upon entering into a binding contract that sets out the use of funds, deliverables, and standard City terms. To be considered for funding, eligible proposals must be submitted by 11:59 PM on September 19, 2025, via Submittable, applications sent via email will not be accepted. RFP materials and updates are available on [DEEL's Funding Opportunities](#) webpage. DEEL will not provide individual notice of changes, and proposers are responsible for regularly checking the webpage for technical assistance information as well as any updates, clarifications, or amendments.

Event	Date/Time
Request for Proposal (RFP) opens	August 11, 2025
RFP information session slides	August 11, 2025
One-on-One Technical Assistance period	August 11, 2025, through September 2, 2025, by appointment
Question and answer period	August 11, 2025, through September 2, 2025
Proposals due	September 8, 2025, by 11:59 PM
Application Review, Scoring, and Deliberation	September 9, 2025, through September 30, 2025
Notifications Issued to Applicants	October 2025*

**Dates and times are subject to change*

INVESTMENT GOALS AND OVERVIEW

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 populations**; 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**.

The goal 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 disparities.

Eligibility

To be eligible for funding through this RFP, proposers must be one of the following:

- Not-for-profit organization (or fiscally sponsored by an organization) with 501(c)3 status (including community-based or faith-based organizations)
- Community organization or collaboration that are not incorporated as a non-profit, such as community collaboratives, coalitions and/or other affinity groups, who can identify a fiscal sponsor that meets the requisite contracting requirements of the Department
- Tribes and tribal organizations

In addition, proposals must provide services to participants that reside within the City of Seattle limits.

This funding is not intended to be used for services already funded by other public dollars.

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
- Currently funded 2024-2026 PN3 Community Grant partners

Technical Assistance

DEEL is providing the opportunity for all proposers to receive direct technical assistance (TA) in developing their proposals from experienced community-based consultants, at no cost to them. Those interested in utilizing TA can reach out directly to any of the providers for assistance. The main purpose of this opportunity is to increase capacity for small organizations that may not have the resources to apply for government funding.

Technical assistance consultants can:

1. Assist in determining appropriate fit between your proposal and this funding opportunity.
2. Provide guidance on how best to answer questions.
3. Support your proposal development, including editing.
4. Support you in explaining your proposal in the most clear and concise way. However, technical assistance consultants are not grant writers, nor should they be submitting your application on your organization's behalf.

All technical assistance information, materials, and a list of consultants, is available on [DEEL's Funding Opportunities](#) webpage.

Funding

Contract Duration: December 1, 2025 – November 30, 2027

Available Funding: \$149,000 per year for a maximum of \$298,000 over 2 years per award

DEEL will negotiate contracts with proposers inclusive of outcome reporting co-created with DEEL's Performance & Evaluation Team to assess program impact and participate in DEEL site visits to ensure quality implementation of investments.

The City reserves the right to reject any or all proposals. Additionally, the City reserves the right to negotiate with an agency or provider following proposal approval and before contract award as follows:

- Regarding the amount of funding to be provided; this may differ from the amount requested in the proposal
- Terms or conditions of awards resulting from this RFP process

INVESTMENT FRAMEWORK

Priority Populations

Proposals should include an emphasis on priority populations, defined as communities of color, immigrants, refugees, people with low income, and English language learners.

Investment Areas

SBT Prenatal to Three investments are guided by an outcomes-based approach that empowers providers to develop their own unique, innovative solutions and design context-specific programming or services to improve outcomes. Proposers will develop proposals specifying the outcomes and indicators they intend to impact, and the strategies to do so.

Proposals must show clear alignment between needs, communities to be served, and the outcome to be impacted. These investments are intended to improve outcomes for pregnant individuals, infants, and toddlers, supporting DEEL's goal that all Seattle children are ready for kindergarten. Proposers must choose only one area:

Outcome 1: Healthy and Equitable Births

Children are born healthy to healthy parents, and pregnancy experiences and birth outcomes during Prenatal and Postnatal time periods are equitable.

Perinatal Health Services:

Programs and services in this focus area seek to improve outcomes in the prenatal period may include birthing doulas, group prenatal care, midwifery, birthing classes, and peer parent

support. Examples that support the Postnatal period (6-8 weeks post birth) include supporting parents' knowledge around caring for their newborn after birth, infant feeding and breast care, family planning education and advocacy, and preventing and treating childbirth-related complications.

Outcome 2: Parental Health and Emotional Wellbeing

Parents are mentally and physically healthy, with particular attention paid to the perinatal period.

Perinatal Emotional Wellness Services for Parents:

Parents' mental health affects their ability to care for themselves and their children. Examples of programs or services that affect this focus area include, but are not limited to, screening and referral for postpartum depression, preventative support for good mental health, pregnancy support groups, postpartum support groups, emotional support, and care coordination.

Perinatal Health Services:

Parents' physical health affects their ability to care for themselves and their children. Examples of programs or services that affect this focus area include, but are not limited to, perinatal telehealth services, community liaisons who support parents with system navigation to increase access to medical care and assisting parents in accessing health coverage through programs like Medicaid.

Outcome 3: Nurturing and Responsive Caregiving

Children experience warm, nurturing, stimulating interactions with their parent and caregivers that promote healthy development.

Services for Parents:

Engaging in nurturing and responsive caregiving during the earliest months and years of children's lives supports their optimal growth and development. Examples of programs or services that affect this focus area include, but are not limited to, home visiting, parent education, positive guidance coaching, new parent support groups, and family literacy programs.

Services for Non-Parental Caregivers:

Nurturing and responsive interactions that occur between infants and toddlers and non-parental caregivers, adults who frequently provide care also have the potential to greatly affect children's growth and development. Examples of programs or services that affect this focus area include, but are not limited to, groups aimed at supporting the positive guidance techniques of extended family, and professional learning for license-exempt child care providers.

PROCESS AND CRITERIA FOR EVALUATION

PROCESS

Each eligible grant proposal 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. Proposals 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. Proposals will be evaluated according to the following criteria:

PART I: PROPOSAL REVIEW

Section	Criteria	Score
Connection to Community	<ul style="list-style-type: none"> Organizational history and mission serve one or more priority populations, defined as communities of color, immigrants, refugees, people with low income, and English language learners. Clearly identifies the community need to be addressed and how the proposed program or service will fulfill that need. Proposed program or service meets a need in the community not currently addressed by other initiatives. 	30
Program Proposal	<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. Identifies the need and gaps proposed program is addressing for priority populations. Identifies the outcomes to be addressed and proposes activities that will be effective in meeting outcome targets. Details activities and structure that are age-appropriate and that promote students' academic growth, college/career readiness, and cultivation of other skills that support learning and social-emotional growth. Budget planning template included demonstrates general financial stability and management capacity to plan and implement proposed program or services 	40
Organizational Information	<ul style="list-style-type: none"> Is small with less than 20 staff. Has an annual budget less than \$500k. Employs staff that reflect the priority populations they serve. Has an executive staff and board (if applicable) that reflect the communities and populations they serve. Describes how they have established authentic connections to the community in which this proposal intends to serve. Organization has a strong understanding of additional requirements and documentation needed. 	30
	TOTAL	100

PART II: EVALUATION PROCESS AND CONTRACT NEGOTIATION

The review panel will score and rank proposals from highest to lowest and make initial funding recommendations. Final funding decisions may also consider geographic considerations, diversity of focus areas and programming activities, and other department priorities. DEEL will notify each organization of the decision and will authorize award of agreements.

If a proposal is selected for funding, the authoring organization should be prepared to collaborate with DEEL to finalize a workplan based on their submitted proposal, which will be incorporated into the final contract. These aspects may include, but are not limited to, the amount of funding, proposed programming and/or services, program participation, and performance measures.

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

APPEALS

The Seattle Department of Education and Early Learning (DEEL) will notify organizations in writing of the outcome of its proposal. Written notification will be sent via email to the email address submitted on the application. Any organization wishing to appeal the decision must do so in writing within four (4) business days of the email notification of DEEL's decision. Disagreeing with the outcome is not a valid reason to appeal the decision and will not be considered. An appeal must clearly state a rationale based on one (or more) of the following criteria only:

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

Failure to appeal within the time required waives the right to appeal. Appeals must be sent by email to DEELFunding@seattle.gov with the subject line, "PN-3 Community Grant RFP Appeal."

The DEEL Director (or designee) will review the written appeal and may request additional information from the organization. The DEEL Director (or designee) will provide a written decision and this decision is final.

PUBLIC RECORDS

The City is a public agency subject to the requirements of the Washington State Public Records Act (RCW Chapter 42.56, the "Act"). Under the Act, applications and documents submitted to the City in response to this RFP, including documents submitted electronically, are public records.

If the City receives a request for public records submitted in response to this RFP, DEEL will release the records unless DEEL determines, in its discretion, that an exemption applies.

DEEL requests that proposers refrain from requesting proposal documents until DEEL provides notice of funding decisions. This is intended to protect the fairness of the evaluation process. With this preference stated, the City will continue to respond to requests in the manner required under the Act.

For more information, see the Washington State Legislature's website at [Chapter 42.56 RCW: PUBLIC RECORDS ACT \(wa.gov\)](https://leg.wa.gov/Chapter/rcw/42/56). You may also contact DEELFunding@seattle.gov.

Marking Your Records Exempt from Disclosure

If you believe that any of the records you are submitting to DEEL as part of your proposal are exempt from disclosure under the Act, you may request that DEEL notify you before releasing the document(s). To do so you must very clearly identify each document that you believe is exempt and provide the reason at the time you submit the document to DEEL. If DEEL receives a public disclosure request for any records you have clearly marked as exempt, DEEL will notify you in writing of the request. While it is not a legal obligation, DEEL will, as a courtesy, allow you up to ten business days to obtain a court injunction

to prevent the City from releasing the records (see RCW 42.56.540). If you fail to obtain a court order within the ten days, the City may release the documents.

ADDITIONAL REQUIREMENTS

Organizations selected for funding will be required to submit the following documents to DEEL:

- **Business license numbers.** The contracting organization must meet all licensing requirements that apply to its organization. The contracting organization must license, report, and pay revenue taxes for the Washington State Business License (UBI#) and Seattle Business License, if they are required by the laws of those jurisdictions. For more information: <https://www.seattle.gov/city-finance/business-taxes-and-licenses/business-licenses>
- **Recently signed W-9 form.** The contracting organization must have a Federal Tax ID number/employer identification number (EIN) to facilitate payments from the City of Seattle to the provider.
- **An ACORD certificate of insurance and Additional Insured Endorsement** showing the City of Seattle as an additional insured.
- **Maintain the following insurance coverage**, at a minimum:
 - a. **Commercial General Liability (CGL)** or equivalent insurance including coverage for: Premises/Operations, Products/Completed Operations, Personal/Advertising Injury, Contractual and Stop Gap/Employers Liability (coverage may be provided under a separate policy). Minimum limit of liability shall be:
 - i. \$1,000,000 each occurrence Combined Single Limit bodily injury and property damage (“CSL”)
 - ii. \$2,000,000 Products/Completed Operations Aggregate
 - iii. \$2,000,000 General Aggregate
 - iv. \$1,000,000 Abuse and Molestation
 - v. \$1,000,000 each accident/disease—policy limit/disease—each employee stop gap/Employer’s Liability
 - b. **Automobile Liability insurance** for owned, non-owned, leased or hired vehicles, as applicable, written on a form CA 00 01 or equivalent with minimum limits of liability of \$1,000,000 CSL.
 - c. **Worker’s Compensation insurance** for Washington State as required by Title 51 RCW.
- Please note that if your agency is working with children ages 0-17, then Sexual Abuse and Molestation (SAM) insurance coverage is required (\$1,000,000.00 minimum) and acquiring the additional insurance coverage may take time, do not wait until after notification to start looking.
- **Maintain financial and program records, documents, and other evidence** directly related to performance of the work in accordance with Generally Acceptable Accounting Procedures. The City of Seattle, or any of its duly authorized representatives, shall have access to such books, records and documents for inspection, audit, and copying for a period of six (6) years after completion of work.