



PUBLIC POLICY INSTITUTE
Policy. Prevention. Innovation.

Request for Proposals: ARPA Early Childhood Initiative

Issued February 16th, 2024

Due Friday, March 15th, 2024 by 5:00pmCST

With funding provided by Milwaukee County Health and Human Services



MILWAUKEE COUNTY
Health & Human Services

Request for Applications: ARPA Early Childhood Initiatives

Community Advocates Public Policy Institute & Milwaukee County Health and Human Services

INTRODUCTION

The Community Advocates Public Policy Institute invites proposals from not-for-profit organizations or government entities servicing Milwaukee County to provide programming and services directed toward early childhood.

Funding is made available through the Milwaukee County DHHS Children Youth & Family Services (CYFS). Early childhood has broad and significant impacts on the overall health and wellbeing of all Milwaukee County youth and their families. The economic and health costs of not having a robust early childhood system are substantial. The most effective way to address these issues is to invest in building a stronger system.

The Community Advocates Public Policy Institute will allocate approximately \$800,000 in early childhood and family strengthening funding in 2024 based on this Request for Proposal's competitive application process. It is estimated that 5-6 projects will be funded with a maximum grant award of \$135,000.

PURPOSE

Community Advocates has a decades long history of supporting partner agencies through re-granting funds. The Community Advocates Public Policy Institute has been responsible for contract administration, project monitoring and coordination, financial and project reporting, and evaluation. Additional information about the Community Advocates Public Policy Institute's current projects, collaborative relationships, and research and evaluation can be obtained online at ppi.communityadvocates.net.

The goal of this funding is to help children thrive and to give families techniques to help enhance their child's development and learning potential.

BACKGROUND

Milwaukee County received American Rescue Plan Act (ARPA) federal dollars to invest in the community through a participatory budgeting process. Milwaukee County desires to increase participation of smaller, neighborhood community providers to address the needs of children and their families in response to the strain that COVID-19 brought to child development and family functioning. To this end, Milwaukee County has contracted with Community Advocates to design and release an application for funding based on the information gathered from the listening sessions.

Community Advocates has held three open community listening sessions, and sent out two public surveys collecting feedback on how residents desired investments to be made in early childhood and family programming. The results of those sessions and surveys have been

collected, analyzed, and now form the areas for funding outlined below in the Opportunity section.

OPPORTUNITY

Applicants have the ability to apply for a one-time grant to achieve one or more of the following:

- Increase education and awareness of resources available to support children and families within Milwaukee County affected by COVID, with positive impacts increasing children's social emotional learning
- Increase resiliency development and self-regulation skills
- Increase professional development for early childhood and childcare workers
- Improve relationships between parents and their children
- Increase mental health awareness in families

AVAILABILITY

Community Advocates intends to award 5-6 grantees, awarding up to \$135,000 per award.

QUESTIONS & ASSISTANCE

Should any proposer have questions, please email them to Kari Southern at ksouthern@communityadvocates.net. Relevant questions and responses will be posted on the website (ppi.communityadvocates.net) where the opportunity is posted and proposers can check there.

Should any technical assistance be needed, please reach out to Kari Southern at ksouthern@communityadvocates.net.

ELIGIBILITY

To be eligible, an applicant organization must be an established 501c3 nonprofit organization or a government entity.

GRANTEE EXPECTATIONS

- All awardees will be expected to deliver the project as outlined in their proposal
- All awardees will deliver services within Milwaukee County.
- All awardees using evidence-based/evidence-informed curricula or practices and must use those tools with fidelity. Guidance regarding appropriate adaptations will be available by request. Please see appendix for more information on evidence-base.
- All awardees will submit reports to the Community Advocates Public Policy Institute as instructed.
- Awardees will allow Community Advocates Public Policy Institute access to programming to provide monitoring and observation.
- All awardees agree that organization clients, staff, and membership on the governing board are served, employed or appointed without regard to social or economic class, gender, gender identity, age, sexual orientation and identification, disability, special health care needs, race or religion. Organizations with a religious affiliation must not refuse services to an applicant based on religion or require attendance at religious services as a condition of assistance.

TIMELINE

All applications are due Friday, March 15th, 2024 by 5:00pm central standard time. Review of applications will begin promptly, approved proposals will be notified of the funding no later than Friday, March 29th, 2024 for a contract start date of Monday, April 1st, 2024. All funding must be expended no later than August 31st, 2025.

PROPOSAL REQUIREMENTS

Each applicant organization must submit a written proposal. Proposal narrative cannot exceed 5 pages. The budget workbook consisting of an itemized budget and budget narrative will be submitted as a separate attachment. Additional requirements are as follows:

- Proposals must use at least 12 pt. font with a minimum 1-inch margins on all sides. The font requirement applies to all narrative except logic model, text boxes, charts, tables, footnotes, and forms, which must use at least 10 pt. font.
- All pages must be numbered
- Please do not attach additional information other than what has been requested, including brochures or other documentation.
- Application will be submitted electronically via email to ksouthern@communityadvocates.net
- Provide one copy of organization's 501(c)(3) IRS determination letter.

SPECIFIC INSTRUCTIONS

The entire application is worth a total of 75 points. A breakdown of the sections is as follows:

- Project Overview (25 points): provide an overview of the proposed project, including a description of project goals, the purpose and intended impact, how the project incorporates evidence-based/informed strategies
- Need and Rationale (15 points): describe the current need for the population being served with the proposed activities.
- Partnerships and Collaborations (10 points): describe any existing or planned collaborations for your project. Include how you will engage your partners in shared decision making.
- Evaluation and Measurement (10 points): explain how will you measure the success and impact of your program.
- Action Plan (15 points): what measurable goals and objectives do you aim to achieve through your project?
- Budget and Budget Narrative (not scored)

There are two documents you will need to complete and submit. The first document is the **ARPA EARLYCHILDHOOD APPLICATION**. This is the narrative portion of the application that cannot exceed 5 pages and consists of the project overview, need and rationale, partnerships and collaborations, evaluation and measurement and action plan. The second document is the Excel workbook with a tab for the budget and tab for the budget narrative. You will need to submit both the completed application and completed workbook.

BUDGET

Use the budget workbook provided for both the budget and budget narrative and attach it with your application upon submission. There will be one tab in the workbook for your budget, and one tab for your narrative. Examples are provided in this document.

HOW TO APPLY

All applicants will need to submit a complete application of no more than 5 pages, budget and budget narrative. If you need assistance with completing your application, please contact Kari Southern at ksouthern@communityadvocates.net.

Please submit your proposals electronically to ksouthern@communityadvocates.net by 5:00pm CST on Friday, March 15th, 2024.

REVIEW OF APPLICATIONS

Applications will be reviewed internally to ensure all minimum requirements are met. For applicants that have met the minimum requirements, applications will be reviewed and scored by an independent review panel. Scores will be tabulated and the top scoring 5-6 applicants will be awarded. After the award process, any applicant can request the scoring and reviewer comments on their application.

Example budget, workbook provided as separate attachment.

Category	Stay Strong MKE Request	Cash Match	Source of Match	Total Project Cost
Salaries				
Fringe Benefits				
Payroll Taxes				
Professional Fees				
Supplies				
Telephone				
Postage				
Occupancy				
Equipment Rental/Maintenance				
Printing				
Travel				
Conferences				
Membership Dues				
Awards and Grants				
Allocated Costs				
Client Transportation				
Depreciation				
Other				
TOTAL				

Example budget narrative, workbook provided.

Category	Description	Justification/ Narrative
Salaries	Costs of employee salaries and wages	Identify the project director if known at the time of application. For each staff person funded through this proposed project provide: the title; time commitment to the project in months; time commitment to the project as a percentage of full-time or equivalent; annual salary; grant salary; wage rates; etc. Do not include cost of consultants, personnel costs of delegate awardees, or specific project(s) and/or businesses to be financed.
Fringe Benefits	Cost of employee fringe benefits unless treated as part of an approved indirect cost rate.	Provide a breakdown of the amounts and percentages that comprise fringe benefit costs such as health, life and disability insurances, pension etc.
Payroll Taxes	Employer's share of payroll taxes	Provide breakdown of amounts and percentages (Federal Insurance Contributions Act (FICA) taxes, Worker's Compensation and Unemployment Insurance)
Professional Fees	Fees charged for services from consultants (curriculum training costs, social marketing, website design, etc.)	Provide breakdown of the type of professional service provided and amount of hours and plan for use in project. Please describe how these services are specifically related and necessary for the Stay Strong MKE project
Supplies	Supplies include the purchase of curriculum materials, staff supplies, project support items, office supplies, copier lease, outreach and recruitment materials, and external printing and copying costs	Provide breakdown of costs per unit, quantities purchased and plan for use in the project by item
Telephone	Project-related telephone/cell phone costs	Provide breakdown of costs for phone services and basis used for charging to this project
Postage	Project related postage/ mailing costs	Provide breakdown by cost per mailing and total pieces mailed and plan for use in project

APPLICATION

Agency Name:		Contact Person:	
Address:		Email Address:	
City:		Phone:	
State: WI	Zip:		
Project Overview: Please provide an overview of the proposed project, including a description of project goals, the purpose and intended impact, how the project incorporates evidence-based/informed strategies			
Need and Rationale: Describe the current need for the population being served with the proposed activities.			
Partnerships and Collaborations: Describe any existing or planned collaborations for your project. Include how you will engage your partners in shared decision making.			

Evaluation and Measurement: Explain how will you measure the success and impact of your program.

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ACTION PLAN

What goals and objectives do you aim to achieve through your project? Complete the action plan template below (duplicate the table as needed) or provide your own action plan. This will serve as your work plan throughout the grant period.

Goal (long term goal): Ex: Improve Relationships between parents/guardians and their children			
Objectives (short term goal) Ex: Serve 100 families	Activities you will implement Ex: Implement 6-week family strengthening curriculum	Timeline for implementation Ex: Classes will be held quarterly starting in April 2024 through August 2025	How will you evaluate outcomes? Ex: Pre and Post surveys will be taken by families participating

APPENDIX

Evidence-based: programs and practices for prevention that are validated by some form of documented scientific evidence. This includes findings established through controlled clinical studies, but other methods of establishing evidence are valid as well.

Evidence-informed: programs and practices for prevention that are proven to be promising and responsive to the newest and most effective science and evidence through pilots, or other forms of implementation proven to be successful will also be considered.

Evidence-based programs can be found through the following sites:

- SAMSHA's Evidence-based practices Resource Center, U.S. Department of Health and Human Services, Substance Abuse and Mental Health Administration – <https://www.samhsa.gov/resource-search/ebp>
This is a searchable online registry of more than 200 interventions supporting mental health promotion, substance abuse prevention, and mental health and substance abuse treatment.
- OJJDP Model Programs Guide, Office of Juvenile Justice and Delinquency Prevention – <http://www.ojjdp.gov/mpg/>
This guide is designed to assist practitioners and communities in implementing evidence-based prevention and intervention programs that can make a difference in the lives of children and communities.
- Guide to Community Prevention Services, Centers for Disease Control and Prevention – <http://www.thecommunityguide.org/index.html>
This guide is a free resource to help with the selection of programs and policies that improve health and prevent disease in communities.