



# 2017 Request for Proposals Parent-Child Home Program Expansion

**FUNDING OPPORTUNITY SUMMARY**

United Way of King County, in partnership with King County Best Starts for Kids, and City of Seattle Department of Education and Early Learning, is pleased to announce the availability of new funds to expand Parent-Child Home Program services in the City of Seattle and King County. Investment partners are seeking proposals from organizations interested in **expanding already-existing PCHP programs** or in **implementing new PCHP programs** so more children and families have access to these services. A summary of the funding opportunity is outlined below.

- **Funding Availability:** Up to \$1,918,826
- **Anticipated Number of Funded Programs:** 8-12
- **Grant Period:** November 1, 2017-August 31, 2018
- **Eligible Organizations:** Existing and New PCHP Programs (with opportunity for renewal)
- **Application Due Date:** September 18, 2017, 12:00 Noon (submit online only)
- **Applicant Interviews:** October 4 and 5, 2017
- **Awards Announced:** October 16, 2017
- [Click here to access eCIMPACT for online application](#)

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## PCHP EXPANSION OVERVIEW

- **Investment Partners Overview:** United Way of King County (UWKC), King County Best Starts for Kids (BSK), and City of Seattle Department of Education and Early Learning are partnering to expand vital (PCHP) services as a key strategy in each of our early learning initiatives:
  - **United Way of King County:** United Way of King County’s early learning investments are designed to ensure that all children in King County, regardless of income or race, will enter school ready to succeed. The Parent-Child Home Program is its signature program in this work.
  - **King County Best Starts for Kids:** BSK is an initiative to improve the health and well-being of King County by investing in promotion, prevention, and early intervention for children, youth, families, and communities. BSK is rooted in the fundamental belief – from within King County government and across King County’s richly diverse communities – that our county is a region of considerable opportunity, and that we all benefit when each and every King County child, youth and young adult is supported to achieve their fullest potential.
  - **City of Seattle:** The mission of the City of Seattle’s Department of Education and Early Learning is to ensure that all Seattle children have the greatest opportunity to succeed in school and in life and to graduate from school ready for college and a career. In early learning, the Department funds programs that help both families and preschool providers. The City supports high-quality learning and child care programs in the city of Seattle.
  
- **Equity and Social Justice Approach:** Investment partners are deeply invested in equity and social justice frameworks. We acknowledge that persistent inequities exist - especially by race and place - that in many cases are getting worse and threatening collective prosperity of families in our city and county. Key among these disparities is kindergarten readiness, an early outcome that has a long-term impact on a child’s success. Partners are working to invest in organizations that are reflective of, and embedded in, the communities they serve and those that recognize and address the disparities and disproportionalities that exist in our communities. The Parent-Child Home Program has a record of success in King County in eliminating the opportunity gap for refugee and immigrant families and families of color in our communities.
  
- **Parent-Child Home Program Model:** PCHP is a research-based early childhood and school-readiness program for two- and three-year-olds and their caregivers. The program focuses on the age when children are developing conceptual language skills, and models for parents how to help their children develop essential learning skills before preschool and kindergarten. A trained home visitor, typically from the language and cultural background of the family, visits the home twice weekly for 23 weeks a year, over two years, at times that are convenient for the parent. Working with the parent, the visitor models positive interaction, reading, and play activities with the child using books and educational toys that the family keeps. The program also connects families to information and resources to meet other needs. For more information on the PCHP model:
  - Visit the national program website: <http://www.parent-child.org/>
  - See additional information session handouts
  - Contact Parent-Child Home Program State Program Director, Pamela Williams, [PWilliams@parent-child.org](mailto:PWilliams@parent-child.org), (484) 843-1674

## FUNDING OPPORUNITY DETAIL

- **Funding Availability:** Partners are making available a total of up to \$1,918,826 for expanding the number of families served by the Parent-Child Home Program (PCHP)
  - Up to \$394,254 is available to expand services to families in the City of Seattle
  - Up to \$1,524,572 is available to expand services to families in King County outside of City of Seattle.

A portion of these funds will be set aside as one-time funds to support the start-up/expansion and infrastructure development costs necessary to implement a new program or expand an already-existing one, including training and technology.

- **Funding Request and Service Numbers Guidance:** Applicants will not need to submit a budget request with their applications. Organizations that receive funds through this request for proposals will be invited to develop and submit a budget after acknowledgment of award. Organizations will be invited to propose service numbers in the online application. Note that PCHP is a two-year program. Programs should anticipate enrolling 75% of families in year 1 and 100% in year two.
  - **New Programs:** A typical new program should apply to serve *no less than* a total of 30 families in the first program year and 40 families in the second program year.
  - **Expansion Programs:** There are no recommendations for expansion programs. Note that a single home visitor, or Early Learning Specialist, should have no more than 16 families on her/his caseload.
- **Anticipated Number of Funded Programs:** Given the estimated cost-per-family and service numbers guidance listed above, this request for proposals will support the expansion and/or start-up of between approximately 8 and 12 programs.
- **Funding Period:** The service period for Parent-Child Home Program is typically 8-10 months, usually October through May/June. Contracts for this first year of expansion funding will be from November 1, 2017 through August 2018, with staff hiring and training and participant recruitment beginning in November, and services to families beginning in January. Programs in good standing will be eligible for a second program year of funding in 2018-19 contingent upon funding availability.
- **Eligible Organizations:** Funding is available to nonprofit organizations:
  - Currently delivering the Parent-Child Home Program who wish to expand to serve more families
  - Interested in starting new Parent-Child Home Program services

Organizations that are connected to, and embedded in, the community served will be prioritized. This includes employing staff that are representative of the communities served and using regular processes for soliciting family and community input on needs and services.

- **Eligible Populations and Communities:**
  - Populations with demonstrated school preparation and achievement gaps, including but not limited to low-income children, children of color (in particular African American, American Indian/Alaska Native, Native Hawaiian/Pacific Islander and Latino) and English language learners
  - Populations and geographic areas currently underserved by PCHP (see Data Sources)

Investments will focus on families that have:

- Family income of up to 200% of the 2017 Federal Poverty Level (FPL). (Programs should have a goal of at least 60% of enrolled families being at or below the FPL)
- Children not currently in child care or preschool, but in the care of parents or other family members
- Families not participating in other early childhood home-based programs
- Children who face the most challenges to being prepared for school due to one or more characteristics such as:
  - Children of color
  - Children who are English Language Learners
  - Children from immigrant and refugee families
  - Children with parents with limited education
  - Families who are not connected to formal early learning programs such as Early Head Start and or child care settings
  - Parents who have had contact with Child Protective Services
  - Families who are experiencing homelessness
  - Children with teen and/or single parents
  - Children with speech delay or other developmental delays
- Children between 16 and 30 months of age at initial enrollment

#### REQUEST FOR PROPOSALS TIMELINE

DATE	ACTIVITY
Early July 2017	Initial outreach to providers
July 11, 14, & 18, 2017	Information sessions on the PCHP model and preliminary funding information
July-August 2017	Continued outreach to providers
August 14, 2017	Save the Date posted for RFP release and application training sessions
August 18, 2017	Request for Proposals (RFP) released
August 23	<b>RFP Information and Training Session 1</b> <i>9:00-10:30am, 2100 24<sup>th</sup> Ave S, Seattle 98144</i>
August 24, 2017	<b>RFP Information and Training Session 2</b> <i>3:00-4:30pm, Snoqualmie Public Library, 7824 Center Blvd SE, Snoqualmie 98065</i>
August 29, 2017	Q & A Posted Online
September 18, 2017	Proposals due no later than 12 PM noon (submit through online system only)
October 4 & 5	Applicant Interviews
October 16, 2017	Applicants notified
November 1, 2017	Contracts begin
November–December 2017	Site staff hired and attend training; participant families recruited
January 2018	Services begin

#### APPLICATION PROCESS

Applications will be available on August 18, 2017 and must be submitted through [eCIMPACT](#), United Way of King County’s online application system. If you need help logging into or navigating e-CIMPACT, email [communityservices@uwkc.org](mailto:communityservices@uwkc.org), or contact Damian Spence at 206-461-8511 or Sue Wyss at 206-461-3778. Application or program information support may be limited near the submittal deadline. Please don’t wait until the last minute to complete your application in e-CIMPACT. All eligible applicants will be invited for a brief interview with members of the review team on October 4<sup>th</sup> or 5<sup>th</sup>.

### Using eCIMPACT, the online application website:

- For agencies already registered on eCIMPACT, go to your eCIMPACT homepage. Go to the top of the homepage and under the title Open Process select the link titled "2017 PCHP Expansion Application."
- For agencies new to eCIMPACT, go [here](#). Scroll down, then use the "Click Here to Begin" button. Complete the registration and an email will be sent with confirmation of registration for eCIMPACT.

### DATA SOURCES

In order to support applicants in exploring community need and its "fit" with the components and outcomes of the Parent-Child Home Program, we provided some relevant data sources below:

#### Demographic Data

- [Children aged under 5](#) (Note there are 3 tabs on this resource)
- [Children Enrolled in Medicaid](#)
- [Foreign-Born/Languages Spoken](#)

#### Relevant Needs Data

- [Early and Adequate Prenatal Care](#)
- [Families in Formal Child Care Settings](#)
- [Child Protective Services Referrals](#)
- [Kindergarten Readiness](#)

#### Already-Existing Home-Based Services

- [PCHP service locations and service areas](#) (Note there are 3 tabs on this resource)
- [Other Home-Based Services](#) (Note there are 3 tabs on this resource)

In addition to these sources, we strongly encourage you to use local data to support your application. We have compiled some King County data resources so that everyone has equal access to information. Use of these data resources is not required; we value all sources of data and information. To see what is available please visit the ["Data Resources" page on the Communities Count website](#).

### TECHNICAL ASSISTANCE

- **RFP Information & Training Sessions:** Applicants are invited to attend in-person sessions, which will provide training on using the online application program and answer questions about the application process.
  - **Session 1—South Seattle:** 9-10:30am, 2100 24<sup>th</sup> Ave S, Seattle 98144
  - **Session 2—Snoqualmie:** 3-4:30pm, Snoqualmie Public Library, 7824 Center Blvd SE, Snoqualmie 98065

[Please RSVP for a session here.](#)

A recording of the informational session will also be posted on the [Best Starts for Kids Blog](#).

- **Application Assistance:** Individualized assistance is available at each applicant's request. To schedule assistance, contact Lisa Brooks, [lbrooks@uwkc.org](mailto:lbrooks@uwkc.org), (206) 461-5081. For questions or

assistance with the online application system eCIMPACT, please contact Damian Spence, [DSpence@uwkc.org](mailto:DSpence@uwkc.org), (206)-461-8511.

Please check the [United Way of King County website](#) frequently for Application FAQ and other possible updates.

### GRANTEE REQUIREMENTS

- **Program Requirements:** Agencies will be required to serve a minimum number of participants based on contract negotiation in relation to their award amount. A participant is defined as a family served with a year of the program. Exceptions to this definition, e.g. in the case of twins, will be granted occasionally, but must be approved by United Way prior to enrollment of family. Families will be served with a minimum of 23 weeks of 2 home visits per week. A typical new program will serve a total of 30 families in the first program year and 40 families in the second program year. All families enrolled will meet the national program child age range requirements. Families enrolled should have a family income up to 200% of the 2017 Federal Poverty Level, with a goal that 60% or more of the families enrolled are at or below the Federal Poverty Level. A Needs Index Form must be completed prior to enrollment to determine the level of need for each family. Families determined to have the greatest need should be prioritized for enrollment.
- **Staff and Professional Development Requirements:** All Parent-Child Home Program staff will be expected to attend all required meetings and training sessions. All new staff will be trained locally, and a member of agency management staff is required to attend a portion of the site coordinator training along with the site coordinator. Site Coordinators are required to attend monthly Coordinator Network Meetings. Home Visitors and Site Coordinators will attend twice yearly professional development days. Other events may be announced during the contract year. Communication with United Way about absences should be timely, and in advance when possible. Any new site coordinator(s) will attend an initial coordinator training locally as well as the annual PCHP national conference and Follow-Up Training in New York scheduled May 8-10, 2018. The cost of this conference and training should be covered by the PCHP program budget. The agency will make every effort to hire home visitors from the language and cultural backgrounds of the families to be served. In cases where there is not a language and cultural match, the agency will put into place other strategies to ensure effective, culturally relevant service to families, and will document these strategies in writing prior to the beginning of home visits, and submit them to United Way for approval. The agency will maintain regular and frequent contact with United Way, and will notify United Way if any staff leave the program, and if families leave the program.
- **Fundraising Activities Requirements:** The agency will work collaboratively with United Way to seek out and respond to funding opportunities for the Parent-Child Home Program in ways that support the overall expansion in King County and build system sustainability. When requested, the agency will arrange for access to program staff and families for interviews, briefing sessions and other educational opportunities for individuals and groups such as donors and public officials. United Way staff will be sensitive to the number of requests made and will consult the agency about scheduling.
- **Reporting Requirements:** The agency will regularly enter and check for accuracy of the required client demographic, service, and assessment data in the national PCHP database managed by the PCHP National Office, and will send United Way a report monthly (training available from

the National Center). The agency will email to United Way a list of PCHP database Child ID numbers corresponding to the enrolled families at a date specified in the contract to determine number of families enrolled by the target enrollment date. Narrative reports will be emailed to United Way regularly, at dates specified in the contract. Questions will be sent by United Way in the month prior to the due dates.

- **Evaluation Requirements:** PCHP programs will be required to participate in data collection and evaluation efforts, using PCHP’s MIS data system. The evaluation will be aligned with the following BSK indicators:

#### **Headline Indicators**

- Children who are flourishing and resilient, as described by curiosity and discovery about learning, resilience, attachment with parent and contentedness
- Children who are ready for kindergarten

#### **Secondary Indicators**

- Parent knowledge of child development
- Quality relationships

PCHP grantees will not be held accountable for county-wide improvements in the headline and secondary indicators but are expected to track and respond to performance measures specific to the program.

### **ADDITIONAL REQUIREMENTS FOR PROGRAMS FUNDED THROUGH BSK**

- **Best Starts for Kids Strategy Integration:** In alignment with Best Starts for Kids priorities, PCHP programs funded through this BSK funds will be required to participate in the following capacity-building activities:
  - **Infant Mental Health Training:** All home visitors will participate in training and endorsement at level 1 for home visitors in Infant and Early Childhood Mental Health (IECHMH). For those home visitors who already have level-1 endorsement, they will be invited and funded to apply for level-2 endorsement. Estimated commitment will be one, 8-hour training for all program home visitors and additional staff hours for the endorsement application. Costs associated with training and endorsement will be covered by King County.
  - **Developmental Screening:** All programs will integrate developmental screening for all children served through PCHP. Estimated commitment will be one, 8-hour training and ongoing staff time in the context of home visits. Costs associated with training and ASQ licensing will be covered by King County.
  - **Vroom:** All programs will have the opportunity to be trained in Vroom, an initiative that empowers parents and caregivers to play a proactive role in their children’s early brain development. Vroom takes early brain science out of the lab and puts it into the hands of parents—to help make a difference in children’s lives. Programs will also have access to Vroom materials to be utilized in community settings and access technical assistance to support customization of Vroom activation for their community’s needs.
  - **Toxins in the Home:** Young children are vulnerable to toxins, which can have a detrimental impact on physical and behavioral development. BSK will provide additional materials, messages, and supports related to eliminating or reducing toxins in the home, disseminated by home visiting providers. In addition, BSK may request participation of home visiting staff in a focus group or survey.

## REVIEW PROCESS

Applications will be reviewed, and applicants interviewed, by a review panel composed of staff from the three funding partners and community volunteers.

### ADDITIONAL FUNDING OPPORTUNITIES THROUGH BSK

Best Starts for Kids will release two additional Requests for Proposals for Home-Based Services:

- A \$2.5 million RFP focused on Evidence-Based, Evidence-Informed, and Promising Practices will be released in late September 2017
- A \$2.5 million RFP focused on Emerging, Culturally Specific Practices will be released in January 2018