



Request for Proposals Nurturing Children Connecting Families

ABOUT US

First 5 Madera County (F5MC) is a public agency established by Proposition 10 in 1998. Proposition 10, also known as the Children and Families First Act of 1998, introduced a 50-cent tax on tobacco products sold in California. The funds raised from this tax are designated for programs and services specifically aimed at supporting children from prenatal stages through age five, as well as their families.

Since its inception over 26 years ago, F5MC has emerged as a valued collaborator and founder of local programs that align with its goals. In this capacity, we provide the community with expertise on the importance of early childhood development and the essential conditions that children and families need to thrive.

INTENT

The Commission is issuing this Request for Proposals (RFP) to invite experienced and qualified organizations to submit proposals for innovative, prevention-oriented strategies aimed at strengthening families' ability to nurture children in a safe and healthy environment. The primary objective is to increase access to social connections and parenting resources for parents and caregivers of children from prenatal through age five, with a focus on supporting underserved communities in Madera County.

The 2024-2029 Strategic Plan identified four priority areas: 1) Healthy Beginnings, 2) Strengthening Families, 3) Quality Care and Learning, and 4) Systems of Care. This RFP is centered around the Strengthening Families priority area and aims to achieve the following outcomes:

- Increase parents' knowledge and skills in promoting child development.
- Decrease parents' perceived stress.
- Expand parents' social support network.
- Enhance the protective factors within families.
- Families become increasingly self-sufficient and resilient in their everyday lives.

CONTRACT PERIOD

The Commission intends to award a single two-year contract, with a total maximum funding of \$300,000 for the entire two-year period. With the option to renew the contract for an additional two years, contingent upon successful performance and the availability of funds. The initial contract period will commence July 1, 2025, and end June 30, 2027, pending budget approval. Funds may afford the following:

- Staff Salaries and Benefits.
- General Operating Costs for supplies, travel, educational materials, etc.
- Indirect/Administration at the established percentage of the agency as demonstrated by its Cost Allocation Plan (up to 15% of the total budget).
- Other expenses that can be attributable to the execution of the project

Consistent with the intent of the California Children and Families First Act of 1998, no monies granted by the Commission may be used to supplant federal, state, county, or other funds available to the contractor for any purpose (according to Revenue and Taxation Code § 30131.4). Use of Prop 10 (First 5) funds are solely for the benefit of children 0-5 years old and their parents/caregivers.

BACKGROUND

Family resilience is often defined as the family's ability to survive and rebound from challenging life events while gaining confidence and feeling less isolated. By providing access to social and concrete support, families become better equipped to meet future challenges.

Although some parental behaviors may be universally applicable, the way parents learn, and practice parenting skills varies according to sociocultural and economic factors. Building on this knowledge, F5MC is seeking to invest in a proven, effective, evidence-based parenting program.

First 5s across California have been implementing a variety of evidence-based programs to provide enhanced support to children and families. One of these programs is the Triple P, Positive Parenting Program, which is designed to prevent and treat behavioral and emotional problems in children and teenagers. Triple P draws on social learning, cognitive-behavioral, developmental theory as well as risk factors learned from developmental screenings such as ASQ-3 or ASQ-SE associated with the development of social and behavioral problems in children. The program aims to equip parents with the skills and confidence they need to manage family challenges independently without relying on ongoing support.

The Triple P program offers flexibility in responding to parents' needs, ranging from minimal guidance to more intensive intervention. It encourages self-regulation and self-sufficiency, empowering parents to become effective problem-solvers and confidently navigate their parenting challenges and milestones.

This RFP aligns with the 2024-2029 F5MC Strategic Plan - Strengthening Families priority area. It presents an opportunity for agencies to submit innovative implementation plans for enhanced support to children and families by adopting the Triple P Positive Parenting Program, Levels 1-3. Additionally, applicants are welcome to propose a prevention-focused, culturally relevant, and evidence-based alternative curriculum.

ELIGIBILITY

Public and private organizations with the capacity to achieve service goals in a highly professional, timely, and cost-conscious manner and with appropriate fiscal oversight and accountability are invited to apply. The ideal candidate should demonstrate experience and competence in the field and work in Madera County.

PRIORITY POPULATION

This RFP aims to serve and prioritize parents and caregivers of children prenatal through age five with a focus on supporting underserved communities in Madera County.

SCOPE OF SERVICES

F5MC intends to prioritize proposals based on the extent to which they include or demonstrate the following elements:

- Target population - Demonstrate awareness and creative response to the unique barriers and challenges of the priority population. This includes offering flexible hours, easily accessible locations, and ensuring cultural and linguistic competency.
- Curriculum – Outline the Triple P Implementation Framework, detailing all phases from initial to maintenance training. This should encompass the selected variations, including standard, group, primary care Triple P, and discussion groups. Or outline a culturally relevant alternative detailing the implementation framework, which should be prevention-focused and evidence-based, emphasizing strengthening families.
- Ages and Stages Screening – Provide additional support for children's development using the ASQ-3 and ASQ-SE screening tools.
- Desired outcomes – Ensure that programming, services, and wraparound strategies are responsive to and in support of the outcomes outlined in the Intent section of this RFP.
- Outreach and engagement strategies – Clearly outline the plan to facilitate parent engagement, community connections, and outreach initiatives.

EVALUATION APPROACH

F5MC's evaluation approach will be anchored in the priorities, outcomes, and goals of the strategic plan and in alignment with the evaluation plan. Accordingly, each potential applicant is asked to propose an evaluation approach that is aligned with the proposer's own internal evaluation process, defines the indicators it will use to assess progress towards the outcomes and goals and centers the feedback and vision of the parents, caregivers and children served.

The data and reporting requirements for each grant will be determined during the contract scope of work negotiation after the selection process. All funded partners are required to provide data on the numbers of children/parents/caregivers anticipated to be served during the course of each year in addition to other factors as defined by the contract agreement.

SUBMISSION REQUIREMENTS

Proposals will be accepted from organizations with demonstrated experience, competence in the field, and capability of delivering the service in a highly professional, timely, and cost-conscious manner. All proposals must be submitted in PDF format by **noon on Friday, April 04, 2025**.

To participate in this RFP, the organization is required to submit a proposal including the following:

1. **Cover Page** – Include the organization's name, address, phone number, and contact information. This cover page must be submitted as a single PDF document.
2. **Organizational Narrative** – This narrative must be submitted as a single PDF document. Additionally, the narrative should not exceed 3000 words.
 - a. Provide an organizational overview and capacity to demonstrate eligibility as outlined above.
 - b. Describe the organizational capability and resources to manage the project, including achieving timely start-up and implementation. Share any strengths or anticipated challenges.
 - c. Describe the staffing structures and key personnel. Include the name, title, proposed role in the project, and summary of the experience of each person who is responsible

- for the proposed services. Explain if the positions are new hires or current staff (funding sources).
- d. Identify any consultants or subcontractors, include their proposed role in the project, and summarize the experience.
 - e. Provide a brief introduction to the priority population and the needs your proposal will address. The primary interventions you plan to use, the results for children and families, and the community you expect to achieve.
 - f. Estimate the number of children and the families to be served by the project and explain the basis of that estimate.
 - g. Describe the geographic area/communities to be covered by the project.
3. **Proposal Narrative**—This narrative must be submitted as a single PDF document. Additionally, the narrative should not exceed 3000 words.
- a. Provide a detailed description of the work to be done and the organization’s plan to ensure its completion.
 - b. Detail the core activities that will fulfill the scope of service elements outlined in this RFP.
 - c. Include the use of evidence-based curriculum and screening tools to be used.
 - d. Include the approach to respond to the barriers and unique challenges of the priority population.
 - e. Include any cultural and linguistic competency of the staff to meet the needs of the priority population.
 - f. Describe how the proposed programming and services will strengthen families' five protective factors.
 - g. Outline the organization’s plan to create parent/caregiver connections, community, and social capital. Include the outreach and communications approach and describe a typical event or series of events that would create community and connection for and with parents, caregivers, and children.
 - h. Describe the anticipated improved outcomes for the priority population and identify the measurable results you expect to achieve. You may refer to specific evaluation tools from the curriculum or internal surveys.
 - i. Describe the organization’s data collection and reporting policies, as well as the internal evaluation and learning processes.
 - j. Include how you plan to monitor and assess the implementation of the project.
4. **Proposal Budget** – This budget must be submitted as a single PDF document. Provide a budget and justification and describe in detail how much each cost or expense is provided in-kind by the organization, and how much will be covered by the funding sought from this RFP. F5MC allows for indirect/administrative costs up to 15% of the total budget.
5. **Organization Exhibits** – A) Organizational Chart, B) Proposal Timeline, C) Annual Budget and D) Recent Financial Audit. If audit-exempt, a complete set of financial statements will suffice. These exhibits must be submitted as single PDF documents.

SUBMITTAL INFORMATION

The proposal packet must be labeled and received by **noon on Friday, April 04, 2025**. The packet may be emailed to funding@first5madera.org; the applicant will receive an email confirming submission. If delivered in person, proposals will be considered late at 12:01 pm by the F5MC clock and will not be accepted. Submission of a proposal constitutes a release of information and waiver of the agency's right to privacy regarding the information provided in response to the RFP. Ideas and formats presented will become the property of F5MC.

Attention: Senior Project Manager
funding@first5madera.org
525 East Yosemite Avenue
Madera, CA 93638
(559) 661-5155

ELECTRONIC QUESTIONS

Electronic questions may be submitted to funding@first5madera.org by **March 13, 2025, by 10:00 A.M.** Questions and responses will be posted on the F5MC website by **5:00 P.M. March 19, 2025**.

REVIEW PROCESS

First 5 staff will check each submitted RFP for completeness. Following the Contracting and Procurement Policy and Procedure Manual, the review process described in this RFP forms the basis for proposal review and selection. Each proposal will be scored against the review criteria and judged competitively against other eligible submissions.

Review Criteria	Point Value
1. Cover Page	0
2. Organizational Narrative	30
3. Proposal Narrative	60
4. Proposal Budget and Justification	10
5. Organization Exhibits	0
TOTAL	100

A panel of reviewers will evaluate each proposal to formulate a recommendation for funding to first the Programs and Grants Award Committee (PGA). Followed by the final recommendation to be presented for full Commission consideration and approval. **The Commission reserves the right to request additional information and negotiate.** Submittal of a proposal does not guarantee an award, and F5MC reserves the right to terminate the RFP and not award a contract. There is no appeal to this process.

F5MC will not be liable for any cost incurred in preparing and producing a response to the RFP. F5MC reserves the right to adjust the timeline as it deems necessary, and F5MC reserves the right to reject all bids.

TIMELINE

DATE	ACTIVITY	CONTACT INFORMATION
03/06/2025	Release of RFP	Via Constant Contact and at: www.first5madera.org
03/13/2025 By 10:00 A.M.	Electronic Questions	Submit questions to: funding@first5madera.org
03/19/2025 By 5:00 P.M.	Posting and Response to Electronic Questions	www.first5madera.org
04/04/2025 By 12:00 P.M.	Proposals Due	Attention: Senior Project Manager funding@first5madera.org 525 East Yosemite Avenue Madera, CA 93638 (559) 661-5155
05/19/2025	Program and Grants Awards Committee Funding Consideration	www.first5madera.org
06/04/2025	Commission Funding Consideration	www.first5madera.org
06/06/2025	Award Notification	Applicants will be notified via email