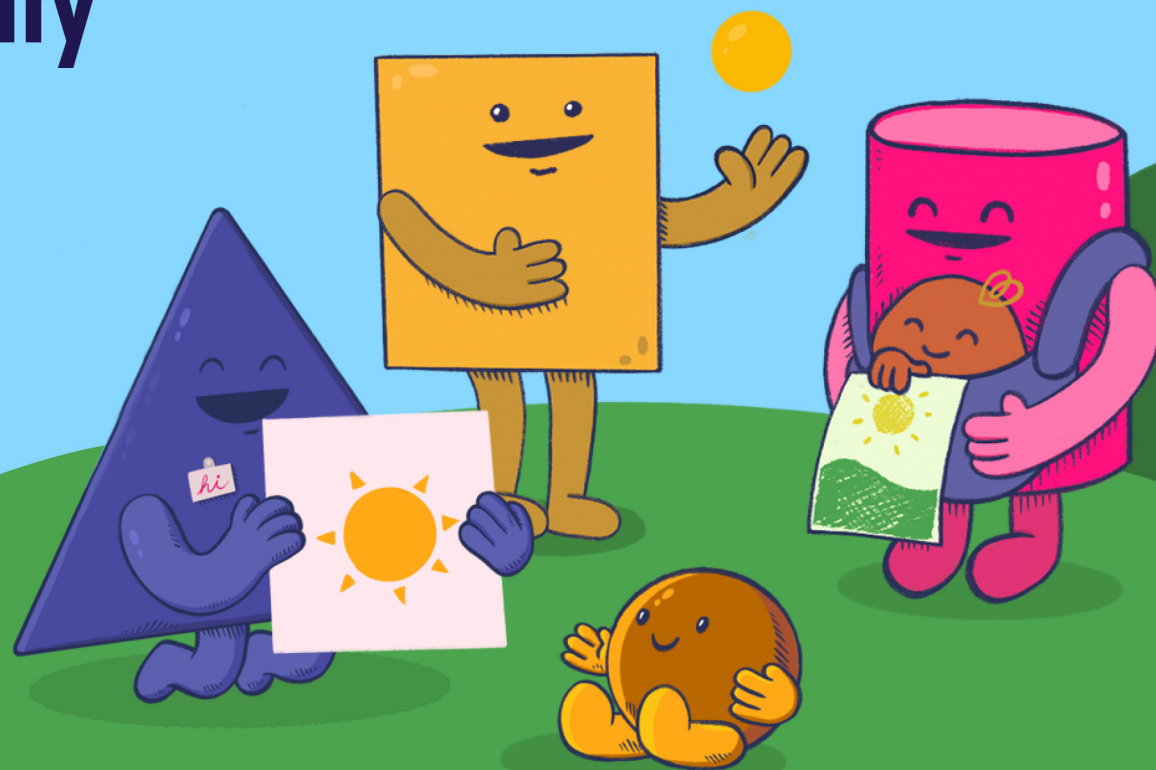




Early Childhood Education and Care (ECEC) Enrollment Community Outreach Grant RFP

June 1, 2022 | 12:30 PM



BACKGROUND, OVERVIEW, - and - GOAL

Background

- ECEC field continues to face under-enrollment and staffing shortages
- Due to the impact of COVID enrollment is down across Illinois
- Illinois is prioritizing increasing the number children enrolled in ECEC programs

Overview

IDHS Division of Early Childhood (DEC) will be funding an ECEC Enrollment Community RFP.

- \$6M in funding for local community outreach to increase enrollment
- Available to all 102 counties through Birth to Five regions
- Funding
 - Based on number of children under 12 in each county
 - Could range from \$24,000 - \$2,000,000 per county
- Priority given to CCAP and largest enrollment decreases
- Grant add-ons to counties with a higher Social Vulnerability Index

Goal

- Promote and connect families to Early Childhood Education and Care (ECEC) programs
- Increase enrollment throughout local communities for children ages birth to 12
- ECEC programs for this RFP include:
 - Child Care Assistance Program, Head Start/Early Head Start, Early Intervention, Home Visiting, Preschool for All, Prevention Initiative, and Child Care

ENROLLMENT CAMPAIGN

Enrollment Campaign

- Under the leadership of GOECD and in partnership with DEC.
- Social media, internet, streaming and broadcast advertising as well as press releases and other traditional marketing in English and Spanish.
- The goal is for agencies/organizations to use the branding and marketing developed for the state campaign and tailor it to their local communities and events
- The branding, marketing and resources will be made available to the 39 grantees

ELIGIBILITY

- and -

REQUIREMENTS

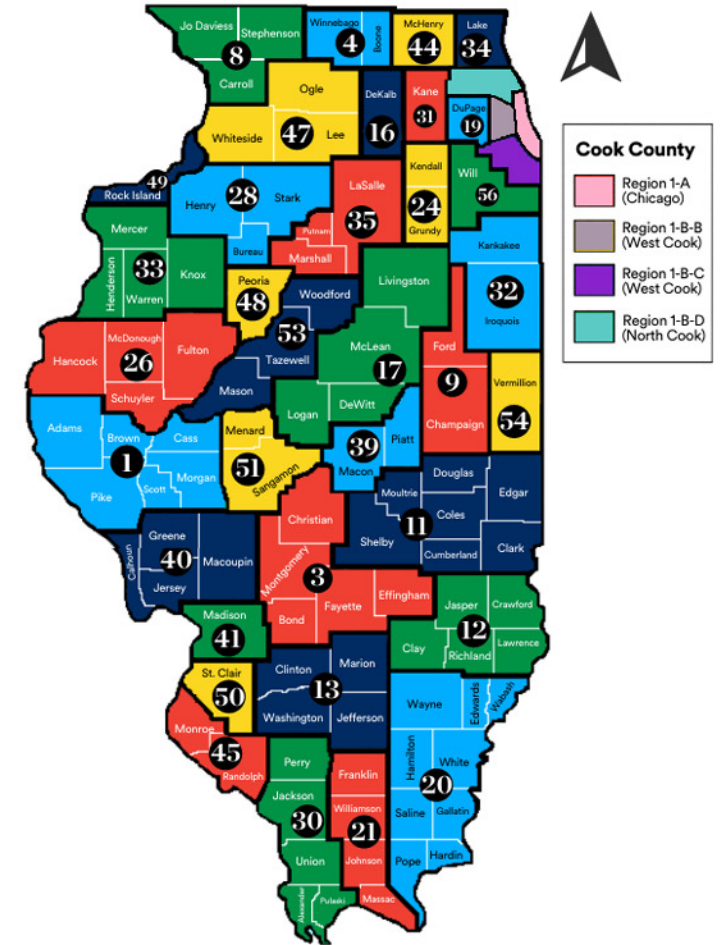
Eligibility and Requirements

- Established agency/organization focusing on issues related to early childhood education and care
- Agency/organization must reside in the Birth to Five Illinois Region for which they are requesting funding
- Applicant must be a legal entity and have the capacity to serve and implement state funds
 - Applicant is not required to hold 501c3 status
- Agency must be GATA certified
- Applicant must be in good standing with the state of Illinois
- Agency must have a Unique Entity ID

Illinois Birth to Five Regions

1: Adams, Brown, Cass, Morgan, Pike, Scott
1-A: Cook (City of Chicago)
1-B-B: Cook (West)
1-B-C: Cook (South)
1-B-D: Cook (North)
3: Bond, Christian, Effingham, Fayette, Montgomery
4: Boone, Winnebago
8: Carroll, Jo Daviess, Stephenson
9: Champaign, Ford
11: Clark, Coles, Cumberland, Douglas, Edgar, Moultrie, Shelby
12: Clay, Crawford, Jasper, Lawrence, Richland
13: Clinton, Jefferson, Marion, Washington
16: DeKalb
17: DeWitt, Livingston, Logan, McLean
19: DuPage
20: Edwards, Gallatin, Hamilton, Hardin, Pope, Saline, Wabash, Wayne, White
21: Franklin, Johnson, Massac, Williamson
24: Grundy, Kendall
26: Fulton, Hancock, McDonough, Schuyler
28: Bureau, Henry, Stark

30: Alexander, Jackson, Perry, Pulaski, Union
31: Kane
32: Iroquois, Kankakee
33: Henderson, Knox, Mercer, Warren
34: Lake
35: Marshall, LaSalle, Putnam
39: Macon, Piatt
40: Calhoun, Greene, Jersey, Macoupin
41: Madison
44: McHenry
45: Monroe, Randolph
47: Lee, Ogle, Whiteside
48: Peoria
49: Rock Island
50: St. Clair
51: Sangamon, Menard
53: Mason, Tazewell, Woodford
54: Vermillion
56: Will



Eligibility and Requirements

Examples of how communities could use these outreach funds include:

- Planning and hosting enrollment events.
- Providing a one-stop shop for families to gather resources, have their child screened, and access and enroll in needed services.
- Distributing materials with information and enrollment steps (i.e., flyers, postcards, door hangers, poster, etc. - materials will be available for digital download).
- Providing a needed service in an under resourced community (i.e., back to school haircuts, housing resources, etc.) to fill a basic need and provide enrollment outreach.
- Hold a job fair and/or training for open child care positions.

Eligibility and Requirements

- Proposals must contain information outlined in the RFP
- Each section must have headings that correspond to the numbered headings in bold type listed in the RFP
- Use 1 inch margins on all sides. Single-space the document, using an 11–12 point font. Use a standard proportional font, such as Times New Roman or Arial
- If the applicant believes that the subject has been adequately addressed in another part of the application narrative, then provide the cross-reference to the appropriate part of the narrative. The narrative portion must follow the page guidelines set for each section and must be in the order requested.

Eligibility and Requirements

- Applications must be received by *11:59 PM on Thursday, June 16, 2022* to be considered for funding.
- The application materials must be submitted via email to npayne@inccrra.org.
- We anticipate INCCRRA will announce decisions in partnership with IDHS-DEC on *Tuesday, June 28, 2022*.

1. EXECUTIVE SUMMARY

Executive Summary

- This section is not scored but provides the ability to offer a summary of the RFP.
- This section is required to submit the RFP even though it is not scored.
- 1 page maximum.

2. AGENCY QUALIFICATIONS

Agency Qualifications

- 5 page maximum
- 25 points
- Within the RFP there is a list of what should be included in this section, as well as what can be included in the appendix.
- Describe how your agency is rooted in the Illinois Birth to Five region.
- Focus on the agencies cultural and linguistic competence to serve the region.
- We encourage awardees to partner, collaborate and subcontract with other agencies.
- This section also includes org charts, job descriptions, resumes, etc....

3. NEEDS STATEMENT

Needs Statement

- 7 pages
- 25 points

For your Illinois Birth to Five Region, provide data for each indicator listed below and include the data source and the year the data represents. Provide the data for each county, municipality, or Chicago Community area. Also provide the total (combined) numbers for the following indicators.

- Total number of residents
- Race/ethnicity of residents
- Total number of children (birth through age 12) and percentage of children to the total number of residents
- Race/ethnicity of children

Needs Statement

- Include relevant data to document whether the population or pockets of the population are underserved. A population is underserved when there are insufficient services and resources to meet the level of need or risk in the community.
- ECEC services enrollment data - Where geographically is ECEC enrollment low, and which services are being underutilized.
- What barriers or obstacles are contributing to low ECEC enrollment.

4. DESCRIPTION OF PROGRAM/SERVICES

Description of Program/Services

- 10 page maximum
- 35 points

Provide a detailed plan of how the applicant/organization intends to meet the goals of this project. Description must include:

- How the organization will cover the full region
- How the organization will partner or subcontract with local community collaborations within the region. Include letters of support from community collaborations.
- Priority scoring will be given to organizations that prioritize the following:
 - How the organization will target counties/ areas with a Social Vulnerability Index of .5 or higher
 - How the organization will target geographic areas with low ECEC enrollment
 - How the organization will target CCAP enrollment

5. EVALUATION

Evaluation

- No page maximum
- 5 points

Provide a plan of how you will evaluate the success of each activity toward the RFP goal.

- Monthly and quarterly reporting will be required as part of the funding. This reporting will be managed by INCCRRA.
- A report template will be shared once grant funds are awarded. This will include keeping track of items such as, how many events were held, how many families reached, how many outreach materials distributed, as well as narrative responses to what is having the most impact and what barriers are regions experiencing.

6. BUDGET AND BUDGET NARRATIVE

Budget and Budget Narrative

- No page maximum
- 10 points

Outline expenses associated with administering the grant program

- Expenses should be reasonable and appropriate based upon the proposed programming and staffing
- The budget and budget narrative should reflect a six-month time period (July–December 2022)
- Provide a separate budget narrative in which you describe how appropriate resources and personnel have been allocated for the program
- Provide calculations to demonstrate how you arrived at the amounts presented in your budget

Budget and Budget Narrative

In conjunction with the marketing materials provided via GOECD's Enrollment Campaign, ECEC Enrollment Community Outreach funding may be used for activities such as:

- Media purchases
- Printing/Postage of outreach materials
- Staffing/Fringe Benefits
- Mileage reimbursement for staff
- Convening stakeholders/community members
- Translation
- families to an event
- Hosting Job/enrollment recruitment fairs related to ECEC enrollment
- Sub-contracting with community partners
- Purchasing a good or service to draw

Budget and Budget Narrative

ECEC Enrollment Community Outreach funding *cannot* be spent on:

- Food purchases

7. AGENCY/ ORGANIZATION DETAIL

Agency/Organization Detail

Not scored, but required

- Legal Name
- Business Address
- Unique Entity ID
- Taxpayer Identification Number (FEIN)
- GATA ID
- Grant Contact Name
- Illinois Birth to Five Region

TIMELINE

Timeline

- RFP Released – May 19, 2022
- RFP Application Deadline – June 16, 2022
- Grant Awards Announced – June 28, 2022
- Funds Distributed – July 15, 2022
- Deadline for Expending Funds – December 31, 2022

QUESTIONS?

Thank You!

