



**TO:** Request for Proposal Applicant

**FROM:** The Illinois Department of Human Services, The Division of Early Childhood and the Illinois Network of Child Care Resource and Referral Agencies

**DATE:** July 5, 2022

**RE:** Request for Proposal: *ECEC Enrollment Community Outreach Grant - Round 2*

**Due Date:** July 18, 2022 @ 11:59 PM

## ECEC Enrollment Community Outreach Grant RFP

**Background:** The state of Illinois continues to make Early Childhood Education and Care (ECEC) programs and resources a priority. In March of 2020, the state required all licensed child care to close due to the COVID-19 pandemic. Licensed programs were able to reopen under an emergency license and limitations were placed on the capacity of children in care. Many programs stayed closed for an average of 130 days. When child care providers reopened their doors, they encountered new challenges in additional cleaning, temperature checks, mask wearing, staffing issues, etc. As we emerge from the pandemic, the ECEC field nationally continues to face under-enrollment and staffing shortages.

All of this had an impact on the number of children enrolled in ECEC programs. Enrollment is down across Illinois' mixed delivery system. The state is placing a priority on increasing the number of children enrolled in ECEC programs.

As part of Illinois' Learning Renewal efforts, Governor's Emergency Education Relief (GEER) II funding has been allocated to the Governor's Office of Early Childhood Development (GOECD) to support development of an early childhood awareness and enrollment campaign that has statewide reach, is tailored locally, and focuses on family and community engagement strategies that promote the importance of early learning and the availability of early childhood programs and supports to families. To help support the success of the enrollment campaign, the Illinois Department of Human Services (IDHS) Division of Early Childhood (DEC) is funding an ECEC Enrollment Community Outreach grant to focus on local family and community engagement strategies. INCCRRA will administer the grant RFP process, awarding of grant dollars, reporting, and evaluation of grantees.

**Overview:** Grants will be available to 39 Illinois [Birth to Five regions](#) covering all 102 Illinois counties. These grants will provide 6 million dollars in funding for local community outreach to increase enrollment. Funding will be based on the number of children under 12 in each county and will range from \$24,000–\$2,000,000 per Birth to Five region. Priority will be given to applicants that focus on Child Care Assistance Program (CCAP) enrollment and those areas with the largest enrollment decreases. A grant add-on will be provided to counties with a high Social Vulnerability Index, which identifies communities that will most likely need support before, during, and after a public health emergency using social factors such as poverty, lack of vehicle access, and crowded housing.

**Goal:** Distribute 6 million dollars across 39 Birth to Five regions to promote and connect families to Early Childhood Education and Care (ECEC) programs and boost enrollment throughout local communities in the state of Illinois for children ages birth to 12. ECEC programs for this RFP include: the Child Care Assistance Program, Head Start/ Early Head Start, Early Intervention, Home Visiting, Preschool for All, Prevention Initiative, and Child Care. All regions will be funded. Funding is provided by IDHS Division of Early Childhood.

The state will also be engaged in a large overarching Enrollment Campaign, under the leadership of GOECD, with media purchases at the same time as this RFP. The goal is that agencies/organizations 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 & Requirements:**

- Established agency/organization focusing on issues related to early childhood education and care.
- 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](#).

**Proposal Content:** IDHS-DEC is being intentional about providing flexibility in the RFP process so applicants can tailor grants to local community needs. A few 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 child care positions.

Applicants must submit a proposal that contains the information outlined below. Each section must have a heading that corresponds to the numbered headings in bold type listed below. 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 rather than an informal one like Comic Sans or a non-proportional font like Courier.

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.

**Grant Period:** The application period will be Tuesday, July 5, 2022–Monday, July 18, 2022 @ 11:59 PM.

**Application Deadline:** Applications must be received by **11:59 PM on Monday, July 18, 2022** to be considered for funding. The application materials must be submitted via email to [npayne@inccrra.org](mailto:npayne@inccrra.org). INCCRRA will announce decisions for in partnership with IDHS-DEC on Tuesday, August 9, 2022.

**Contact:** [npayne@inccrra.org](mailto:npayne@inccrra.org) with any questions.

## 1. Executive Summary - (1 page maximum) - Not scored

## 2. Agency Qualifications - (5 pages maximum) - 25 points

In this section, please indicate applicants' ability to provide outreach, awareness, and community engagement services to help increase ECEC enrollment in tandem with GOECD's statewide Enrollment Campaign. Information in this section should include, but not necessarily be limited to, the following:

- A brief description of all the services provided by your agency.
- A description of your agency's current programs and activities relevant to this RFP.
- Describe how your agency is rooted in the Birth to Five region you propose to serve.
- Provide a description of linguistic and cultural competence of the organization as it relates to the provision of existing services.
- Provide evidence of your agency's cultural and linguistic competence to serve the region. Applicant should describe how participants receive effective, understandable, and respectful services, provided in the participant's preferred language and in a manner sensitive to cultural beliefs and practices.
- A description of existing linkages with community resources and services not provided by the applicant agency.
- Any additional information that the applicant feels might be relevant to a reviewer in determining the agency's ability to carry out a quality outreach program.
- An organizational chart of the applicant organization showing where the program and its staff will be placed should be included as an attachment labeled Appendix A – Organizational Chart. If subcontractors will be used, include the relationship with those organizations in the chart.
- Evidence that the project coordinator is qualified on the basis of education and experience to direct the work. Present the resumé of the person who will direct this work as an attachment labeled Appendix B – Resumé /Job Description of Project Coordinator. If that individual has not yet been hired, present the agency coordinator job description as an attachment labeled Appendix B - Résumé /Job Description of Project Director.
- Describe strategies used to recruit and retain diverse personnel that are representative of the proposed service area.
- Resumés (or job descriptions, if vacant) for all employee positions (key staff) who will be funded with this grant, and an indication of the percent of time those employees will spend in this program. Include the resumés and/or job descriptions of key staff in Appendix C – Resumés/Job Descriptions - Key Staff.

## 3. Needs Statement - (7 pages maximum) - 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](#)
- 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 - (10 pages 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 - 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. Provide the grant contact that will manage the monthly and quarterly reporting.

#### **6. Budget and Budget Narrative - 10 points**

The Budget and Budget Narrative should outline expenses associated with administering the grant program. All 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. The applicant may present a budget narrative in a format of your choice. ECEC Enrollment Community Outreach Grant dollars will range from \$24,000–\$2,000,000 based on agencies Birth to Five Illinois Regions, see page 6 for specific amounts for your region.

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
- Purchasing a good or service to draw families to an event
- Hosting Job/enrollment recruitment fairs related to ECEC enrollment
- Sub-contracting with community partners

ECEC Enrollment Community Outreach funding cannot be spent on:

- Food purchases

#### **7. Agency/Organization Detail – Not scored**

Legal Name:

Business Address:

Unique Entity ID:

Taxpayer Identification Number:

Gata ID:

Grant Contact Name:

Illinois Birth to Five Region:

## Illinois Birth to Five Regions

Dollar amounts listed below indicate the maximum amount an applicant can apply for.

\* Denotes [Social Vulnerability Index \(SVI\)](#) of .5 or higher and will receive a 5% add-on amount (*included in the totals listed below*).

Available Regions	Grant Amount
1-B-B Cook (West)	\$242,720
1-B-D Cook (North)	\$361,828
8: Carroll, Jo Daviess, Stephenson*	\$29,682
11: Clark, Coles*, Cumberland, Douglas*, Edgar, Moultrie, Shelby	\$55,898
12: Clay*, Crawford*, Jasper, Lawrence*, Richland*	\$28,057
20: Edwards, Gallatin*, Hamilton, Hardin*, Pope*, Saline*, Wabash, Wayne*, White*	\$35,453
24: Grundy, Kendall	\$84,895
26: Fulton*, Hancock, McDonough*, Schuyler*	\$29,844
28: Bureau, Henry, Stark	\$31,637
30: Alexander*, Jackson*, Perry* Pulaski*, Union*	\$36,919
32: Iroquois, Kankakee*	\$55,656
33: Henderson, Knox*, Mercer, Warren*	\$32,941
35: Marshall, LaSalle, Putnum	\$47,484
39: Macon, Piatt	\$47,445
40: Calhoun, Greene, Jersey, Macoupin	\$29,517
45: Monroe, Randolph*	\$23,886
53: Mason, Tazewell, Woodford	\$72,427
54: Vermillion*	\$33,039

## Signature Page

By submitting this application, I certify that the above statements are true, complete, and accurate to the best of my knowledge. I also agree to comply with any resulting terms if I accept an award. I am aware that any false, fictitious, or fraudulent statements or claims may subject me to criminal, civil or administrative penalties. (U.S. Code, Title 218, Section 1001).

Applications submitted without Sections 1–7, Signature Page, and W-9 will not be reviewed. If only one application per region is submitted, additional documentation may be requested. Only one applicant will be awarded funding per Birth to Five region. Funding is dependent upon INCCRRA receiving grant funding from the state of Illinois.

Agency Director/CEO: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Grant Representative: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_