



### **Notice of Funding Opportunity: First Five SC Community Partners**

It is the intent of South Carolina First Steps, on behalf of the SC Early Childhood Advisory Council, to establish both funded and unfunded community partnerships to assist in supporting families in South Carolina through the use of First Five SC. Partners must be statewide organizations that serve families of children ages birth-five.

Selected partners will appear on the First Five SC web portal on the page where families find additional support. Partner information there will include the organization's logo, contact information, and brief description. Partners will assist families that request additional guidance or support. It is expected that most First Five SC users will not need such further assistance.

Partners will promote and raise awareness of the availability of First Five SC through co-promotion of First Five SC in their outreach to families.

Up to \$100,000 will be awarded, with funding amounts ranging from \$5000 to \$9,999 per partnership.

### **Community Partner Requirements:**

*Selected partners must:*

- Include First Five SC information on their organization's social media accounts and websites
- Share First Five SC outreach material
- Include information on First Five SC in community trainings and presentations to families and other outreach workers

*Funding may be used for:*

- Supplies to support outreach
- Postage and printing
- Portion of staff time conducting outreach specifically for First Five SC
- Mileage
- Exhibitor booth fees for tradeshow/community events

*Funding may not be used for:*

- Equipment
- Hiring new personnel/wages for new staff
- Food
- Capital improvements

Co-branding guidance, including logo usage, First Five SC name usage, website links, and language describing the partnership will be included in the funding agreement.

Proposals for community partners must be submitted to [procurement@scfirststeps.org](mailto:procurement@scfirststeps.org) by December 8, 2021. All inquiries about proposals should be directed to [procurement@scfirststeps.org](mailto:procurement@scfirststeps.org).

Funding amounts and funded partners will be determined by the content and quality of the proposal (scoring rubric listed below). All proposals submitted for consideration will be scored.

**Timeline:**

The funding end date is April 29, 2022. There may be a possible opportunity to renew or expand scope for April 30, 2022 – April 29, 2023.

**Proposals should be no more than 2 pages and address the following:**

- Organization name
- Are you a state-wide organization that helps families of children ages birth-five?
- How many families do you assist a year with children ages birth-five? Do you have a specific target population?
- Are you currently funded to assist families to learn about, access, or apply to publicly-funded programs?
- What is your outreach strategy, and how would you increase awareness of First Five SC and help families access the early childhood system?
- What is your data collection and reporting plan for outreach activities, numbers of contacts, and numbers of site users helped and people given information about First Five SC?
- Do you need additional funds to support the work of promoting families using First Five SC, and helping families who use First Five SC should they need additional assistance?
- If so, how much (up to \$9,999)? How would these funds be used?

*Scoring:*

- Outreach Strategy (50 points)
- Organization reach/number of families served per year and description of any target populations served (25 points)
- Plans for any funds requested (15 points)  
(If you are not requesting funds for partnership, this does not impact the weight of overall score)
- Data collection and reporting plan (10 points)

**Deliverables, Reports, and Delivery Dates:***Reporting should include:*

- Description and number of outreach activities
- Any leads generated for eligibility
- Number of contacts with families or family-serving professionals about First Five SC
- Number of First Five SC site users assisted

The report of activities through March 31, 2022 is due by April 5, 2022 and the final report of activities through April 29, 2022 is due by May 9, 2022 to [rhatton@scfirststeps.org](mailto:rhatton@scfirststeps.org).

The final invoice must be submitted by May 20, 2022 to [finance@scfirststeps.org](mailto:finance@scfirststeps.org).