



Notice of Funding Opportunity: Newborn Supply Kits

South Carolina First Steps and the South Carolina Early Advisory Council seek up to five funded partners to pilot a Newborn Supply Kit strategy. This pilot project aims to increase awareness and thereby timelier enrollment of eligible families in public early childhood programs by distributing information about **First Five SC**, along with essential maternal and infant health products and supplies, to new parents immediately after delivery.

Objectives

- Develop and implement a Newborn Supply Kit designed to meet the needs of new parents and babies within South Carolina.
- Foster partnerships between hospitals and community organizations for the delivery of these kits.
- Promote awareness and usage of First Five SC and public early childhood programs available to families in South Carolina.
- Participate in an evaluation of the Newborn Supply Kit pilot.

Funding Detail:

The contract amounts will be no more than \$10,000 per organization. The funding may be used for supplies, materials, and administrative costs that support the implementation of newborn supply kits for a period of 6 months (October 1, 2023 to April 30, 2024). The funding may not be used for equipment, capital improvements, or food. **In addition to funding, partner organizations will receive printed materials about First Five SC to include in the newborn supply kits.**

Applicant Eligibility:

Eligible applicants for this funding opportunity include, but are not limited to:

- Hospitals and healthcare providers.
- Non-profit organizations, including those focusing on community health and family services.
- Public entities, such as local government units, public schools, and public housing authorities.

The applicant must demonstrate the capacity to partner with hospitals or healthcare providers, and effectively collaborate with relevant stakeholders in the implementation of the Newborn Supply Kit pilot. There are no geographic restrictions within the state of South Carolina, but applicants must be able to demonstrate their capacity to serve their proposed service area effectively.

Funding Requirements:

Successful partner organizations will:

- Be responsible for the design and implementation of the Newborn Supply Kits.
- Collaborate effectively with hospitals and other relevant community organizations.
- Undertake active promotion of the First Five SC portal using provided printed materials.
- Participate in an evaluation and submit a final report outlining project outcomes.

Proposal Requirements:

Proposals should be no more than 5 pages and address the following requirements:

1. **Applicant Information**
 - a. Organization name, mailing address
 - b. Primary contact name, title, email, and phone number
2. **Project Plan:** Detailed understanding of the project objectives and a proposed strategy for achieving them. Indicate the location(s) or service area(s) where the Newborn Supply Kits will be distributed and the estimated number of Newborn Supply Kits to be distributed during the funding period. Provide a specific list of supplies and materials that will be included in each Newborn Supply Kit and information on how you plan to design, assemble, and distribute the kits.
3. **Partnership and Collaboration:** Evidence of your capacity to partner with hospitals, healthcare providers, and other relevant community organizations to effectively serve the proposed service area. Provide examples of past collaborations or experiences that demonstrate this capacity.
4. **Promotion of First Five SC:** Describe how you plan to incorporate information about First Five SC into the Newborn Supply Kits, ensuring that new families receiving the kits will have a clear understanding of the benefits and support programs offered by First Five SC. Note any additional outreach or promotional efforts to be undertaken, such as:
 - a. Featuring the First Five SC logo and URL prominently on your organization's website and outreach materials.
 - b. Sharing information about First Five SC and its services through your organization's social media platforms.
 - c. Incorporating the promotion of First Five SC into presentations, meetings, or workshops that your organization conducts.
 - d. Hosting community events, either online or in-person, dedicated to informing the public about First Five SC.
5. **Budget:** Indicate how you plan use the funding of up to \$10,000 to support the design and implementation of the Newborn Supply Kits pilot project. The budget should be presented in a clear and organized manner, specifying the allocation of funds for supplies, materials, and administrative costs related to the project. Please provide information about any other funding sources or contributions that will be used to supplement the project budget.

Proposal Evaluation Criteria:

Proposals will be evaluated based on the following criteria:

1. **Project Plan:** The applicant's plan to design and implement the Newborn Supply Kits. The plan should indicate the proposed service area, the estimated the number of kits to be distributed, and the strategies for identifying the necessary supplies, methods for assembling the kits, and plans for distribution in collaboration with hospitals and healthcare providers.
2. **Service Area Capacity:** The applicant's ability to effectively serve the proposed service area. This should include considerations of geographic scope, population size, and specific community needs.
3. **Partnership and Collaboration:** Evidence of capacity to partner with hospitals, healthcare providers, and other relevant community organizations. The applicant should demonstrate an understanding of the importance of these partnerships in achieving project objectives.
4. **Promotion of First Five SC:** The applicant's plan to promote awareness and utilization of the First Five SC portal and its support programs. This should include strategies for incorporating provided print materials in the Newborn Supply Kits, as well as additional outreach efforts.

5. **Budget:** The proposed budget's realism, efficiency, and alignment with the project objectives. The budget should be reasonable and feasible within the funding amount provided.

Submission Instructions:

Proposals must be submitted via email to bfmoore@scfirststeps.org no later than Friday, September 1, 2023 by 5:00 PM. The subject line of the email should read "Newborn Supply Kits Proposal."

Key Dates and Details:

Proposals must be submitted by September 1, 2023 by 5:00 p.m. to bfmoore@scfirststeps.org.

Awards will be announced by September 15, 2023. Use of funding may begin upon completion of a signed funding agreement with SC First Steps, at which time awardees will submit an invoice for 50% of the contract award.

A final report of activities through April 30, 2024 is due by May 10, 2024 to bfmoore@scfirststeps.org.

The final invoice must be submitted by May 10, 2024 to finance@scfirststeps.org. Final invoices will not be paid without the final report submitted.

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