

BEST START METRO LA

# Collaborative Partners Call for Projects



*Berendo Community Garden*



Metro LA





Metro LA

## Collaborative Partner Projects - Funding Round Two



### Section I – Introduction and Background

#### **Best Start LA**

Where we grow up matters — it can determine if we have access to healthy food, safe places to play, quality medical and child care and ultimately whether a child will survive or truly thrive as they grow into an adult. Best Start is First 5 LA's place-based effort, a \$450-500 million multiyear investment in 14 communities throughout L.A. County. It is designed to empower community members and stakeholders to work together and build upon existing services, programs and resources to ensure that children are born healthy, maintain a healthy weight, are safe from abuse and neglect and are ready for kindergarten. To maximize the potential for success in the Best Start communities, it is essential that this effort be driven and informed by the communities themselves.

#### **Best Start Metro LA**

In 2009, First 5 LA announced a partnership with Para Los Niños to serve as the convening agency to create, facilitate and support the implementation of the first Best Start community, **Metro LA**. The Best Start Metro LA community is bounded by Olympic Blvd. to the north, Jefferson Blvd. to the south, San Pedro St. to the east and Normandie Ave. to the west. It includes diverse neighborhoods including parts of Pico-Union, Koreatown, USC North, and South Park in Downtown. (A map of this area can be found on [www.BestStartLA.org/metro-la/](http://www.BestStartLA.org/metro-la/).)

Best Start Metro LA seeks to accomplish the Best Start goals by supporting a committed partnership between parents, business owners, child and health care providers, community service agencies, faith-based leaders, government officials and other community leaders who will work together to build solid resources for our children, ultimately making our community stronger as a whole. In October of 2010, Best Start Metro LA hosted its official launch, a Community Festival, at Los Angeles Trade Tech College. Over 600 parents and children participated in this event, along with 50 agencies and 40 volunteers.

#### **Best Start Metro LA Community Guidance Body**

After a year of outreach, a Community Guidance Body was established to provide leadership and decision making for the implementation of Best Start Metro LA. The heart and soul of Best Start Metro LA are its parents. Best Start Metro LA shares a collective vision – children will grow stronger, safer and healthier if parents are supported and empowered. The purpose of the Community Guidance Body is to lead the partnership efforts and solidify the structure of a leadership body that will oversee activities, decisions, roles, and processes of Best Start Metro LA. The Community Guidance Body will lead Task Forces responsible for the implementation of Best Start Metro LA activities, including Community Based Action Research, investments in collaborative, placed-based activities, as well as parent education, training, and advocacy. Together with this structure and mission, the Best Start Metro LA community will create sustainable solutions that will empower families and allow children to grow up healthy and safe in a supportive community.

#### **Development of Best Start Metro LA Collaborative Efforts**

Through the Best Start place-based investment, Best Start Metro LA is moving forward with a community-driven approach for seeking solutions to old barriers in addressing child health, safety, and education outcomes. Through a series of information sessions and parent engagement meetings, the Community Guidance Body and the Best Start Metro LA Parent Task Force sought the wisdom of parents in choosing placed-based priorities for investment.



Metro LA

## Collaborative Partner Projects - Funding Round Two



### Available Funding

Best Start Metro LA has the ability to give agencies serving the Best Start Metro LA community momentum to implement projects that will be completed by June 30, 2012. Metro LA has approximately \$400,000 available to support Collaborative Partner projects. Funds are available to agencies and organizations serving the Best Start Metro LA catchment area whose values and initiatives align with the four Best Start goals and Best Start Metro LA Parent Priorities.

## Section II – Project Requirements

### A. Support First 5 LA Best Start Goals

All projects must demonstrate that they are working towards achieving change in a least one of the four overarching goals for Best Start:

- 1) Children are born healthy;
- 2) Maintain a healthy weight;
- 3) Are free from abuse and neglect;
- 4) Are ready for kindergarten.

### B. Best Start Metro LA Parent Priority Areas

All projects must address one or more of the following Best Start Metro LA established Parent Priority Areas that were identified through an analysis of data specific to the Best Start Metro LA catchment area:

- 1) Parent Education, Leadership, and Empowerment
  - This Parent Priority is intended to ensure that parents and families take an active role in making sure their children are emotionally, socially, and developmentally prepared to enter school. Examples of activities that address this priority area could include trainings to improve parenting and literacy skills, creating and/or improving access to resources and workforce development, parent mobilization to address access to safe baby- and toddler-friendly recreation space(s).
- 2) Community Beautification/Improvement
  - The intent of this Parent Priority is to ensure that stronger, more positive community and home environments support and encourage healthy child development. Examples of activities to support this priority could include the renovation of a community park as well as any other green space improvements, the creation of a baby- and toddler-friendly community garden, and park clean-up opportunities.
- 3) Health/Nutrition/Lifestyle
  - This Parent Priority was identified to assist parents and families in taking action to support the needs, health, growth, and overall well-being of their children. Examples of activities to support this priority area could include healthy nutrition and cooking classes, physical fitness activities, and mobilization of parents and business leaders to urge local groceries and food markets to lower cost of healthy food options.
- 4) Community Safety
  - The intent of this Parent Priority is to improve neighborhoods and communities where children live, learn, and play in order to keep them safe from abuse and neglect. Examples of activities to address this priority area could include projects to improve



local park safety or school crossings, trainings and or workshops that focus on identifying child abuse and neglect, communicating with your child in a positive way, and anger management.

5) Policy and Advocacy

- The focus of this Parent Priority is to ensure parents, families, and other community stakeholders are mobilized within their community and act as advocates for positive change and ensure policy changes take place to increase the chances of success for pregnant women and young children. An example of an activity to address this priority area could include projects to increase the skill set of parents to effectively conduct policy and/or advocacy strategies to increase healthy food choices in local markets or to advocate for increased access to pre-natal, peri-natal, and post-natal services for women.

6) Community Capacity Building

- The intent of this Parent Priority is to strengthen the relationships between parents, community members and organizations to form a deeper collective learning and strengthen existing resources within the community to improve the supports and services for children 0-5 and their families. Examples of activities that address this priority area could include resident groups working together to make a difference in the community that impacts children 0-5 and their families, building resident and organizational leadership, improving the distribution of community resources information, and increasing community advocacy as it relates to children 0-5 and their families.

**C. Best Start Metro LA Community Strengthening and Sustainability**

All projects must address the following elements in project proposals:

- 1) How were and will Best Start Metro LA parents be involved in the proposed Project beyond implementation? How will the Project strengthen the capacity of the community if successful? (How will parents and community members become empowered? What will they do as a result?)
- 2) How will Project activities be sustainable beyond the life of the grant?
- 3) How will the Project leverage other resources? Expand and/or strengthen partnerships, utilize or leverage other grant funds for deeper impact?

**Section III – How to Apply**

**Letter of Interest Process**

Interested partners serving the Best Start Metro LA community should submit the following document for Collaborative Partners Funding:

- ✓ Letter of Interest with Cover Page and Project Description – Please see Page 7 and 8
- ✓ Project Budget Form – **Attachment A**
- ✓ Project Timeline with Key Deliverables



Metro LA

### Collaborative Partner Projects - Funding Round Two



- ✓ Agency Involvement in Litigation Form – **Attachment B**
- ✓ Signature Authorization Form – **Attachment C**

The project descriptions should not exceed 3 pages for projects under \$25,000 and should be no more than 10 pages for projects over \$25,000.

Organizations may only serve as lead agency for one Collaborative Project. However, this does not preclude organizations from partnering on other Collaborative Projects. Best Start Metro LA encourages applicants to explore organization partnerships.

**Approved Projects will receive funding on a reimbursement basis by monthly invoice. Invoices, including a cover letter with invoice narrative, should be submitted to the Para Los Niños Office Manager by the 10<sup>th</sup> calendar day of each month, beginning in March 2012.**

**All Project awardees will be required to submit a Project progress report by May 15, 2012, for the period of February 1, 2012 through April 30, 2012, and a final Project progress report on July 31, 2012, for the period of May 1, 2012, through June 30, 2012. Progress reports shall be submitted in person to the Para Los Niños Office Manager by 5:00 pm on each due date.**

**All Project awardees will be required to provide a copy of Certificate of Liability Insurance.**

**In no event shall funded agencies under the Best Start Metro LA Collaborative Partners Call for Projects or its officers, employee’s agents, subcontractors or assignees supplant state, country, local or other governmental General Fund money with First 5 LA funds for any purpose.**

**All funds must be invoiced for and spent by June 30, 2012.** All funded Project awardees will be required to attend a two hour Project Workshop about finance and budget policies and procedures. **Please note, indirect costs MAY NOT exceed 10% of Personnel costs, excluding Fringe Benefits.**

<b>Timeline for Proposals</b>	
<b>Call for Projects Released</b>	December 6, 2011
<b>Letters of Interest Submitted By</b>	January 9, 2012 by 5:00 pm PST
<b>Review Process:</b> <ul style="list-style-type: none"> <li>▪ Level 1 Review: PLN</li> <li>▪ Level 2 Review: Metro LA Community Guidance Body</li> <li>▪ Level 3 Review: External Reviewer</li> <li>▪ Level 4 Review: First 5 LA staff</li> </ul>	January 10-25, 2012
<b>Notification of Intent to Award</b>	January 26, 2012
<b>Project Awardees Sign Memorandum of Understanding, Conflict of Interest Form, and Agency Involvement in Litigation Form (at the offices of Para Los Niños)</b>	January 27-January 31, 2012 by 5:00 pm PST
<b>Collaborative Projects Begin</b>	February 1, 2012
<b>Project Workshop (Mandatory for all Project awardees)</b>	February 17, 2012, Location TBD
<b>Date Funds Must be Invoiced for and Spent By</b>	June 30, 2012



Metro LA

## Collaborative Partner Projects - Funding Round Two



### Proposal Review Process

Best Start Metro LA Community Guidance Body Members and PLN convening team will compose a committee to review submitted proposals. Proposals will be selected based on their overall responsiveness to the criteria set forth in the letter of interest included in this application. Incomplete proposals will not be reviewed. First 5 LA has final approval of all Projects. Any questions should be directed to the contact below.

- ✓ Please see **Attachment D** for a copy of the Letter of Interest Review Tool.

**All Letters of Interest must be submitted electronically by January 9, 2012, 5:00 pm PST via email to: [ycarrillo@paralosninos.org](mailto:ycarrillo@paralosninos.org).**

**Questions related to this Best Start Metro LA Call for Projects and/or the submission of letters of interest can be directed to Brenda Aguilera, Best Start Metro LA Associate Director, at [baguilera@paralosninos.org](mailto:baguilera@paralosninos.org).**



Metro LA

Collaborative Partner Projects - Funding Round Two



Letter of Interest Cover Page

Project Name: \_\_\_\_\_

Organization Name: \_\_\_\_\_

Tax ID #: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

City

State

Zip

Application Contact: \_\_\_\_\_

Phone Number: \_\_\_\_\_

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

Fax Number: \_\_\_\_\_

Project Coordinator: \_\_\_\_\_

(If different from above) \_\_\_\_\_

Phone Number: \_\_\_\_\_

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

Fax Number: \_\_\_\_\_

Funding Amount Requested: \_\_\_\_\_



Letter of Interest

Part I: Agency Description

- A. Agency mission and history
B. Summary of Agency programs
C. Population(s) served
D. Significant accomplishments
E. Major funding sources
F. Other background pertinent to this Project

Part II: Project Description

- A. Project purpose and alignment with Best Start Metro LA goals
B. Describe specifically how the Project funds will be used.
C. Community Partnerships
D. Sustainability
E. What are the goals for the Project and what criteria will be used to determine if the goals are met?
F. Plans for Project administration and operation (key project personnel).

Part III: Attachments

- A. Project Budget - Attachment A
B. Project Timeline with Key Deliverables

THE APPLICANT CERTIFIES THAT: To the best of my knowledge and belief, data information given in this application is true and correct. The governing board of the applying agency has duly authorized the application. I understand that any materials created under this grant are public domain and may be used and/or reproduced by Best Start Metro LA and First 5 LA. I understand that this is a public document and open to public inspection.

Signature: \_\_\_\_\_
Date: \_\_\_\_\_
Name and Title: \_\_\_\_\_