



Champions For Our Children

July 21, 2010

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Evelyn V. Martinez

750 N. Alameda Street
Suite 300
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Dear Prospective Applicant:

First 5 LA is issuing this Request for Proposals to qualified groups interested in piloting and subsequently conducting a semi-annual survey of families in the fourteen Best Start communities. The selected applicant will have extensive expertise with survey administration methodologies, particularly in culturally diverse communities.

To be eligible for consideration, applicants **must first submit a mandatory Intent to Apply Form by 5:00 p.m. on August 18, 2010.** In response to this Request for Proposals, applicants are invited to submit the required documentation (including a cover letter, proposal narrative, staff biographical sketches and resumes, budget forms, and client references) online at www.first5la.org/FundingCenter by **5:00 p.m. September 10, 2010.** In addition to an electronic version of the Cover Letter, please mail a signed original to:

Evelyn V. Martinez, Chief Executive Officer
First 5 LA
750 N Alameda Street, Suite 300
Los Angeles, CA 90012
Attention: Family Survey RFP

First 5 LA reserves the right to modify or withdraw the attached solicitation document and stated schedule of events at any time. If you have any questions about this RFP, please email your questions to Holly Campbell, Research Analyst, at hcampbell@first5la.org.

Thank you for your dedication to children and families and for supporting the vision and mission of First 5 LA.

Sincerely,

Yolanda Bosch, Esq.
Chief Administrative Officer

YB:tm

A public entity.