

Los Angeles County Children and Families First Proposition 10 Commission

SUBJECT: Conference and Event Funding	Policy Number:	P-3500		
	Effective Date:	07/09/15		
	Supersedes:	02/13/14		
Initiating Authority: Communications and Marketing Department	Page	1	Of	6

I. PURPOSE

This policy establishes a uniform policy and procedure for funding conferences/events through the Communications and Marketing budget for conference funding. First 5 LA reserves the right to sponsor other types of events/conferences (i.e. marketing and policy conferences/events) outside of this policy.

II. APPLICATION

This policy applies to all agencies, organizations or collaborative groups that request First 5 LA conference/event support through Communication and Marketing budget funding.

III. POLICY

The Commission's goals for funding conferences/events are to support knowledge sharing activities that advance the field of early child development through:

- Increasing community and/or professional capacity
- Disseminating best and promising practices
- Sharing new research findings

In November 2014, the First 5 LA Board of Commissioners adopted a new Strategic Plan to guide its investments from July 2015 through June 2020. The plan, *Focusing for the Future*, lays out a clear path for First 5 LA to maximize its impact to strengthen families and improve outcomes for the greatest number of children prenatal to age 5 in L.A. County. The plan approved the following four priority outcomes to guide the Commission's investments and efforts, and conferences/events supported by the Commission must relate to one or more of these outcome areas:

1. **Families:** Increased family Protective Factors
 - a. Work with parents and caregivers so that they have the skills, knowledge and access to resources they need to support their child's development.
2. **Communities:** Increased community capacity to support and promote the safety, healthy development, and well-being of children prenatal to age 5 and their families
 - a. Support a community's ability to foster safe, healthy, engaged neighborhoods that help children and their families thrive.

3. **Early Care and Education Systems:** Increased access to high-quality early care and education
 - a. Increase access to affordable, quality child care and preschool.
4. **Health-Related Systems:** Improved capacity of health, mental health, and substance abuse services systems to meet the needs of children prenatal to age 5 and their families
 - a. Improve how health-related systems coordinate and deliver care to young children and their families in L.A. County.

The funds governed by this policy will not fund the following: annual meetings, fundraising events, or conferences/events that promote religious doctrine or political campaigns.

All proposed conferences/events must be held in Los Angeles County and serve a countywide population or be in a geographic jurisdiction (e.g., Sacramento) that could impact policies and/or resources affecting L.A. County children ages prenatal to 5.

Each fiscal year, monies may be designated via the Commission's annual budgeting process for Conference/Event Funding. After the budget is established and exhausted, no additional funding will be available until the next fiscal year. If funding is established in the budget, the annual appropriation will be split, with half being put toward conferences/events taking place in the first half of the fiscal year, and half being put toward conferences/events taking place in the second half of the fiscal year. If funds from the first half of the fiscal year are not awarded, they will roll over into the second half of the year.

Applicants may apply for a maximum of \$15,000 or 50 percent of the total of their conference/event budget, whichever is lower. First 5 LA may not be the sole financial supporter of a conference/event being applied for and "in-kind" contributions by the organizer may not exceed more than 25 percent of the budget.

Please note: Application amounts awarded are often less than the amount requested. Award amounts are subject to internal staff review and allocation.

IV. PROCEDURES

Process for Applying for Funding for Conferences/Events

First 5 LA's fiscal year is July 1–June 30. There will be two filing periods: April 1–30 will field conferences/events taking place between July 1–December 31. The second application period will be October 1–31 for conferences/events taking place between January 1– June 30.

For a conference/event to be considered for funding, it must meet the following requirements:

1. Conference/event relates to current First 5 LA's four priority outcome areas as stated above.
2. Applicants must submit the following through the online application system:
 - a. Application.
 - b. Complete conference agenda.
 - c. Short biographies of proposed presenters/speakers at the conference and a statement clarifying if the speakers will receive honorarium and how much it will be (including speaking fees, hotel stays, transportation or meals).

- d. Conference budget, including what component First 5 LA's investment will support (if appropriate), and indication of other sources of funding.
- e. Any previous conference programs (if available).

NOTE: If the applicant is unable to submit application digitally, a paper application will be made available.

Process for Awarding Funding for Conferences/Events

After the close of the application periods, First 5 LA will evaluate all applications for completeness and minimum requirements. Basic requirements include: timely receipt of application, submission of all required attachments, etc. Applications with omissions of any required documentation are subject to disqualification. First 5 LA will also conduct a due diligence review which includes a review of applications that are current and former contractors, grantees and vendors were not out-of-compliance with any existing and past Commission contracts.

If the application is responsive to the application requirements, a review committee made up of inter-disciplinary First 5 LA staff will grade each application according to the following criteria. Each area is scored from 1 to 5, 5 being the highest in each area. The scoring is broken down as follows:

1. To what extent does the conference/event support First 5 LA's Strategic Plan outcome areas of Families, Communities, Early Care and Education and/or Health-Related Systems as outlined above?
2. To what extent does the conference/event increase community and/or professional capacity?
3. To what extent does the conference/event disseminate best and/or promising practices?
4. To what extent does the conference/event share new research findings?
5. Does the conference or event support existing First 5 LA investments?
6. To what extent does the conference/event receive other funding?

The final score will reflect the level of quality and pertinence of the conference/event to First 5 LA's goals and priorities. To be eligible to receive funding, applicants **must** score a minimum of 16 out of the maximum 30 points possible. Review tools are adhered to by the committee members to alleviate the potential for bias. While the committee may make a recommendation of funding, the Executive Department will make the final decision on funding awarded. Committee members are required to sign a Conflict of Interest and Confidentiality Statement.

Final funding amounts will be determined based upon each applicant's score as well as other factors taken into consideration across all applicants, such as the demographics of attendees, subject matter, target audience and location of event.

General Guidelines

1. Conference funds will be provided at no more than \$15,000 or 50 percent of the total conference budget, whichever is lower, for each individual conference/event. Only up to 50 percent of the total amount funded may be provided to the conference/event organizers **as an advance prior** to the conference/event. To receive the advance, an invoice along with the funding number is required. The remaining 50 percent will be disbursed when the conference/event is completed. (See **Process for Invoicing** below for more details.) First 5 LA may not be the sole financial supporter of the conference/event being applied for, and "in-kind" contributions by the organizer may not

exceed 25 percent of the total budget. Application amounts awarded are often less than the amount requested.

2. Agencies, organizations or collaborative groups may propose one conference/event per fiscal year and may not be awarded more than three years within each five-year period, beginning with the entity's first year as an awardee.
3. Conference/Event must take place within the funding term period during which applicant applied. Otherwise grantee will forfeit their funding. Grantee may request an extension due to special circumstances and it is solely First 5 LA's decision whether to accept or not.
4. Applicant agencies, organizations or lead agencies (in a collaborative) must be in compliance with any existing and past Commission contract and/or funding agreement terms, if such a relationship exists.
5. All applicant conferences/events must be open to the general public.
6. If awarded a funding, the conference/event organizer agrees to provide First 5 LA with the following assets:
 - a. Five entrance passes. In addition, the conference/event will offer a discount for purchase of additional tickets if additional tickets are needed by First 5 LA.
 - b. If appropriate, the opportunity to provide First 5 LA spokespeople to address conference participants.
 - c. If appropriate, the opportunity for First 5 LA to conduct a conference session/workshop regarding our focus areas, initiatives, research findings or other topics.
 - d. Prominent display of First 5 LA logo on all conference materials such as brochures, programs, websites, advertising and other promotional material with the designation of "Supported by First 5 LA." Use of First 5 LA logo must follow the First 5 LA Style Guide. Prior to printing and/or distribution, First 5 LA requests review of the materials using the First 5 LA logo to ensure proper logo usage. Logos and style guide may be downloaded online at <http://www.first5la.org/index.php?r=site/tag&id=690>.
 - e. If the event hosts an exposition for attendees, First 5 LA requires one (1) information booth/table to disseminate public education materials.
 - f. Logo display and a live link between the conference/event website and First 5 LA's website.
 - g. Co-branding opportunities will be facilitated between First 5 LA and other conference sponsors. For example, if First 5 LA wants to develop a giveaway and another sponsor with similar goals/mission is willing to participate, co-branding opportunities may be explored.
 - h. Contact information for other conference/event sponsors/collaborators and attendees.
7. Current First 5 LA Grantees: In order to ensure that current First 5 LA grantees are not using Conference/Event funding to support work that is already within their First 5 LA grant scope of work, and to give as many organizations a chance to receive Conference/Event funding, a current grantee may apply for Conference/Event funding, but the activity must be outside their current scope of work and budget.

8. **Grantees Applying for Multiple Grants:** The applicant may not apply to more than one First 5 LA source of funding in support of the same conference/event. However, in the event that one application is denied, the applicant may then pursue financial support through another First 5 LA funding source (e.g., marketing or policy grants).

Process for Invoicing and Payment

No more than 30 days following the event or conference, the applicant must submit the following to First 5 LA (email submission is preferred):

1. A summary report of the conference, including number of attendees, a program summary, a budget detailing actual expenditures, a media report (if appropriate) along with a short (300 words or less) description of how the conference assisted First 5 LA in achieving its priority goals.
2. An invoice with the MOU reference number for the amount of the award (note: if the applicant received a 50 percent advance, the final invoice will be for the remaining amount of the award).
3. Submission of a W-9 will be required for payment processing.

IV. RESPONSIBILITIES

The Board of Commissioners is responsible for the approval of the Conference and Event Funding through the annual budgeting process.

The Contract Compliance department is responsible for:

- Posting solicitation during two filing periods
- Receiving the applications
- Conducting Level 1 review
- Developing a summary report of the review process, declination and award letters
- Emailing award and declination letters
- Executing MOUs

The Grants Management department is responsible for:

- Conducting a meeting with the internal review committee where all applications will be reviewed.
- Making funding recommendations to the Executive Department for the proposed sponsorships
- Receiving and processing invoices and filing final event report.


The Communications and Marketing department is responsible for:

- Promoting conference funding application periods via social media and First 5 LA website
- Working with various grantees to secure First 5 LA marketing/onsite benefits and all event activation including securing speakers
- Informing all staff of events being sponsored and coordinating staff attendance
- Promoting First 5 LA's participation in events on social media and First 5 LA website
- The overall management of this program, including budgeting the appropriate amount into First 5 LA's annual budget.

The Executive Department is responsible for making final decisions on funding. All applicants will receive a notice of "application received" within 10 days of submission. Final funding notices will be sent within two months of the application closing date.

V. REFERENCES/LEGAL AUTHORITY


VI. APPROVALS



Gabriel Sanchez, Director of Communications and Marketing,
Initiating Authority

7-10-15

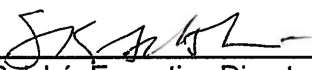
Date



John Wagner, Chief Operating Officer

7-10-15

Date



Kim Belshé, Executive Director

7/10/15

Date