First 5 LA
Policy Advocacy Fund
Cycle II

Applicant Information Workshop
July 31, 2012
Welcome

• Introductions
  – Stacy Lee,
    Policy Manager
  – Josh Kruskol,
    Policy Analyst
GoTo Webinar Basics

- Open and close your panel
- Full screen or window mode
- Raise your hand
- Ask questions
- Click “Help” for assistance
Agenda

✓ First 5 LA Background and Overview of Policy Advocacy Fund
✓ Grant Details, Eligibility & Restrictions
✓ Selection Process & Timeline
✓ Contract Negotiations
✓ Questions
Background

- Founded 1998
- Proposition 10
- 50¢ tax on tobacco
- 0-5 children and families
- Over $1 billion invested to date
First 5 LA’s 2009-2015 Strategic Plan includes two main strategies to achieve its goals: *place based* and *countywide*.

- **Place based** investments focus on 14 communities in LA County known as Best Start. First 5 LA Best Start is a community-driven effort that brings together parents and other community members to support young children and families;

- **Countywide** investments represent a comprehensive effort to address systems improvement in LA County through a variety of strategies, including public policy change.
First 5 LA Policy Agenda

- Promote comprehensive, affordable health insurance for all
- Support integration and sharing of data
- Expand voluntary home visiting
- Increase supports for breastfeeding
- Promote reductions in drug, alcohol and tobacco use by parents/caregivers
- Expand early identification and intervention
- Promote family strengthening principles and prevention practices in the child welfare system
- Improve quality of early care and education programs
- Strengthen the prenatal to 5 workforce
- Increase access to healthy food options and physical activity
PAF Parameters

- Proposals’ goals must align with one or more of the 10 Policy Agenda goals
- Projects must benefit children 0-5 and their families in LA County
- Grants will be awarded for a max of $500,000 each, for up to 5 years
- Applicants may submit on behalf of a partnership or group of organizations, but one organization must serve as the lead and fiscal sponsor
- Please note eligibility criteria on pages 9-13 of the RFP; proposed project activities must be new or clearly expand upon existing or past work (no supplanting or replacement funding or extension of existing projects).
Traditional & Non-Traditional

**Traditional Partners:** Agencies or collaboratives of agencies with experience working on policy and advocacy on behalf of 0-5 year olds and their families

**Non-Traditional Partners:** Agencies or collaboratives of agencies with proven policy and advocacy capacity, which have experience working on public policy but have not specifically focused on issues of children 0-5 and their families
Meaningful Engagement

Organizations do not have to be based in LA County but must show *meaningful engagement* in the county. Examples include:

- Providing policy updates, trainings, and meetings with LA County-based organizations
- Engaging LA County-based organizations in planning and strategic discussions related to your project goals and activities
- Highlighting LA County-based policy impact, individual, family or organization stories when sharing data, research, or testimonials to policymakers or other stakeholders related to your project
Grant Details

- Annual renewal of grant: new scope of work and budget each year.
- Paid by monthly invoices for actual expenses and services rendered.
- Reporting every six months
Eligibility

• Nonprofit organizations must have evidence of tax-exempt status under Section 501(c)(3) of the Internal Revenue Code and deemed “not a private foundation” under Section 509(a) - Applicants or sponsored projects lacking 501(c)(3) status must have a nonprofit 501(c)(3) organization serving as a fiscal sponsor

• Public or government organizations are eligible to apply

• Proposed project activities are new or clearly expand upon existing or past work (no supplanting or replacement funding or extension of existing projects)

• Proposal must include 5% of overall budget for an independent evaluation of the project
Restrictions

• Funds may not be used for the lobbying of any policymaker, local, state, or federal legislative organization. While education regarding a policy issue is an eligible activity, funding may not support lobbying for specific policies or legislation.

• Funds may not be used to influence voters to support or oppose any candidate, specific legislation, or ballot measure.

• **Funds may not be used for any of these other restricted activities:**
  – Direct services
  – Voter registration drives
  – Capital improvements
  – Endowments
  – Fundraising events
  – Support solely for existing operations
  – Activities with religious purposes
  – Grants to individuals
  – Operating deficits or retirement of debt
  – Salary for new or existing staff to provide direct services
  – Development of curricula to be used for direct services
  – Organizational capacity building activities of public agencies or private foundations
Selection Process & Timeline

❖ Apps due Friday, September 7, 2012 at 5pm - electronic only

❖ September – First 5 LA staff evaluate if application has met requirements:
  • Completeness
  • Compliance and Duplication

❖ Programmatic Review – three external reviews per application
  • See review tool in attachments

❖ October-November - Site Visits & Financial Review

❖ December – Notifications
SOW, Budget and Logic Model

- Applicants submit a budget for the full term of the project (typically 3-5 years) with the proposal submission.
- Once grantees are selected, each organization will work with First 5 LA to negotiate the Scope of Work & Budget for the 1st year of the contract.
  - Example in attachments
  - Final SOW and Budget will be submitted to Commission for approval at the February Commission meeting with a March 1, 2012 start date.
- Logic Model will be due in first 30 days of contract start date.
Questions?
Thank You

http://www.first5la.org/Policy-Advocacy-Fund-Cycle-II