First 5 LA
Policy Advocacy Fund

Applicant Information Workshop
September 7, 2011
Welcome

• Introductions
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
- $871M invested to date
Strategic Plan

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
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 period.
- 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 eight percent of overall budget for self-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, October 7, 2011 at 5pm - electronic only
- **October** – First 5 LA staff evaluate if application has met requirements:
  -Completeness
  -Compliance and Duplication
- **October** - Programmatic Review – three external reviews per application
  - See review tool in attachments
- **October-November** - Site Visits & Financial Review
- **December** - Notifications
Once grantees are selected, each organization will work with First 5 LA to negotiate the **Scope of Work & Logic Model**.

- Example in attachments.
Questions?
Thank You

http://www.first5la.org/PAF