

February 20, 2024

Dear Prospective Applicant:

On behalf of First 5 LA, I am pleased to present this Request for Qualifications (RFQ) for the First 5 LA Annual Reporting Project. First 5 LA is seeking a contractor with qualifications necessary to implement the Annual Reporting Project. The purpose of the Annual Reporting Project is to provide transparency on how First 5 LA expends public funds and to position First 5 LA to be accountable on how those funds are utilized.

To be eligible for consideration, applicants must submit a complete application including attachments online at <https://www.first5la.org/news-resources/funding-center/>. Applications will be accepted on an ongoing basis through March 18, 2024 by 5:00 pm PT.

If you have any questions about this RFQ, please email your questions to Daisy Ortiz at [dortiz@first5la.org](mailto:dortiz@first5la.org).

Thank you for your interest in our mission to advocate for children and their families, amplify community voice and partner for collective impact so that every child in Los Angeles County reaches their full developmental potential throughout the critical years of prenatal to age 5.

Sincerely,



Karla Pleitéz Howell  
Executive Director

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