



# **SOUTH LA DECIDES**

## **Watts/Willowbrook**

### **Community Based Grant Making Initiative Request for Proposals (RFP)**

**\*Proposal submission deadline:  
Friday, June 18, 2021, 5:00PM PST \***



## ABOUT BEST START REGION 2

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Best Start is funded by First 5 LA and is their primary investment for engaging communities in a common vision and intention for children and families to thrive, working to strengthen community leadership and collaboration across sectors. Best Start is a promise that every child in Los Angeles County enters kindergarten ready to succeed in school and life.

Progress toward this North Star, however, requires more than publicly funded, professionally delivered services. An overwhelming body of evidence supports the idea that children thrive, and families flourish in strong, safe, healthy, and engaged communities where people develop strong and lasting relationships, support each other, and act together to give children the best start possible.

Through Best Start, First 5 LA invests in 14 geographic areas that have faced historic disenfranchisement and oppression through political, economic, social and environmental factors that aggravate chronic family stressors such as violence and poverty. South LA Decides is a project of Best Start Region 2, which encompasses Best Start Broadway Manchester (BSBWM), Best Start Compton / East Compton (BSCEC), Best Start Watts and Willowbrook (BSWW), and Best Start West Athens (BSWA). Since 2018, Community Health Councils (CHC) has been serving as the Region 2 Network Grantee to advance policy and systems-change across the region in partnership with other organizations and resident leaders.

**This solicitation covers the Best Start Region 2 community of Watts and Willowbrook (BSWWB). A map and description of Best Start Watts and Willowbrook can be found [here](#).**

### **Best Start Region 2: Justice, Equity, Diversity, and Inclusion Statement**

Best Start Region 2, a partnership funded by First 5 LA and stewarded by Community Health Councils, with leading community-based partners, Girls Club of Los Angeles, Poder Consulting Group, and Coachman Moore & Associates, is committed to advancing the practices of justice, equity, diversity, and inclusion to achieve sustainable policy and systems-change across the South Los Angeles region.

Best Start Region 2, and any associated members or leaders will embrace this commitment to justice, equity, diversity, and inclusion by welcoming all community members regardless of race, ethnicity, culture, age, gender, sexual orientation, gender identity, ability, national origin, veteran status, social-economic class, religion or any other perceived difference. It is important for this to be a shared mutual commitment as we strive for the common goal of creating positive outcomes that benefit families and children.

Our experience demonstrates that bringing people together from various backgrounds and cultures drives solutions by leveraging different points of view. Respecting everyone's background, culture, and life experiences are essential to collective agency and power in advancing policy and systems change.

## ABOUT SOUTH LA DECIDES

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South LA Decides is how Best Start Region 2 will expand grant making decisions to the residents of South LA and Compton. This Community-Based Grant Making initiative builds on the successful work that each Best Start community in Region 2 has achieved. This initiative will ensure that residents of Region 2 are able to participate in the decision-making process to distribute funding to organizations working to increase the health and well-being of children aged 0 – 5 living in South LA and Compton.

## ABOUT COMMUNITY HEALTH COUNCILS

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Community Health Councils (CHC) is a policy and systems change organization with the mission to “Collectively Build Equitable Systems” towards our vision of better communities for all people. Established in 1992, CHC has worked collaboratively with stakeholders to transform communities.

## WATTS AND WILLOWBROOK COMMUNITY BASED COMMUNITY BASED GRANTMAKING INITIATIVE

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This funding will support the planning and implementation of projects focused on strategic actions to create policy solutions and/or improve systems of services around Early Childhood Education and/or Mental, to improve the lives of children prenatal to 5 and their families.

Project examples:

- Coordinate and implement community-specific trauma and resilience informed learning environments for children, early childhood through adolescence, and adults for lifelong learning opportunities.
- Develop social connections and support networks or hubs to coordinate broad-based community services, activities, and organizations that could reduce social isolation, improve mental and physical health, and enhance the sense of community.
- Programs supporting social-emotional development of children as they transition back to in-person learning.
- Launching an advocacy campaign to increase educational resources in Watts / Willowbrook area schools.

Funds from this initiative may not be used to fund capital projects, or capital improvement projects.

**A total of up to \$200,000 will be awarded. Awards will be made for a 12-month period (anticipated: August 1, 2021 – July 31, 2022).**

Work under this program must take place in one or more of the 4 Best Start Region 2 geographies. Funds awarded are intended to support work on priority issues (see page 4) that benefit residents and stakeholders of Best Start Region 2 and are not for individual or personal use.

CHC encourages applications from a spectrum of organizations, community groups and/or coalitions.

## ELIGIBILITY CRITERIA

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To be eligible for a grant under this Request for Proposals, applicants for both award categories must meet the following criteria:

1. **Applicant must be a tax-exempt organization under Section 501(c)(3) of the Internal Revenue Code.** Organizations that are fiscally sponsored by a 501(c)(3) are eligible. Coalitions are eligible as long as the lead applicant organization meets all other eligibility criteria.
  - Organizations classified as private foundations under Section 509(a) are not eligible.
  - Government agencies are not eligible.
  - Universities or academic institutions are not eligible to be the lead applicant; however, they may serve as a coalition partner to the lead applicant.

Community Grant Making Initiative RFP

2. Must have previously conducted worked with one or more of the Best Start Region 2 communities (called Local Councils, formerly known as Community Partnerships).
3. Applicants must be headquartered in Best Start Region 2, however, if recommended and needed, applicants can subcontract to organizations with the necessary expertise who are located outside of Best Start Region 2. However, expectations shall remain the same for all other eligibility criteria.

Applicants must have staff available to work on this project who are based in LA County. The proposed effort must take place within the Broadway Manchester target area. Failure to meet all eligibility criteria will render a proposal ineligible.

**Questions and requests for additional information should be submitted in writing to Sadio Woods, Manager of Strategic Initiatives at [swoods@chc-inc.org](mailto:swoods@chc-inc.org) no later than Wednesday, June 9, 2021, by 5:00pm.**

## IMPORTANT DATES AND DEADLINES:

June 4, 2021, at 5:00PM PST	Request for Proposals (RFPs) for Watts and Willowbrook priority areas released.
<b>June 9, 2021, 5:00PM</b>	Questions and Requests for Additional Information Due
<b>June 11, 2021, 10:00AM to 11:00AM</b>	<b>Bidders/Applicants Q&amp;A Webinar</b>
<b>June 18, 2021, 5:00PM PST</b>	<b>Full Proposals Due</b>
<b>Week of July 5, 2021</b>	<b>Intent to Award Announcements</b>

## PRIORITY AREAS FOR FUNDING:

1. **MENTAL HEALTH:** The COVID-19 pandemic has introduced unprecedented challenges to South LA communities that have long struggled with impacts stemming from chronic disinvestment and inequity. Centering mental health and wellbeing is essential for improving and fostering public health and economic resiliency.
  - *Examples:* Coordinate and implement community-specific trauma and resilience informed learning environments for children, early childhood through adolescence, and adults for lifelong learning opportunities; Community-based collaborative development of multiple access platforms wherein mental health and wellbeing educational material may be accessed (e.g., on-line, in-person)
2. **EARLY CHILDHOOD EDUCATION:** Quality affordable early childhood education is critical to prepare children to be successful and productive adults. Unfortunately, children from low-income communities like South LA continue to suffer from lack of quality and accessible education opportunities.
  - *Examples:* working to pass a policy that ensures access to universal preschool; launching an advocacy campaign to increase educational resources in Watts / Willowbrook area schools.

## HOW TO APPLY

**Applicants are encouraged to participate in an informational webinar at 10:00am on Friday, June 11, 2021 (or listen to the recorded version) to learn more about this RFP.** Please register for the webinar

at: [https://us02web.zoom.us/meeting/register/tZApcOusqjkrHtNsD\\_f7ZCORTXvjgl0fn6OS](https://us02web.zoom.us/meeting/register/tZApcOusqjkrHtNsD_f7ZCORTXvjgl0fn6OS). After registering, you will receive an email confirmation with information on how to join the webinar. A recording of the webinar will be made available on the Best Start Communities webpage on Saturday, June 12, 2021, and an updated Frequently Asked Questions document will be posted by Monday, June 14, 2021: <https://www.beststartcommunities.com/about-us>.

**There are two ways to apply for this grant opportunity:**

1. Prepare a written application to submit via email or in-person drop off.
2. Compose a video and upload it to YouTube!

**Written Application Instructions**

Written applications may be submitted in any language.

Written applications should include:

- A. Narrative response to application questions (can be found starting on page 6 of this RFP)
  - The narrative response should be no more than 10 pages in total, NOT including attachments.
  - Responses should be submitted in Microsoft Word document format ONLY (no PDFs, PowerPoint, or other format)
  - Please include the following section headers throughout your response:
    - Project Title
    - Project Summary
    - About Our Organization
    - Our Experience
    - Our Project
    - Our Measurable Outcomes
    - Our Evaluation Plan
    - Our Budget (optional)
    - Our Video YouTube link (optional)

**Video Application Instructions**

Submit a video that captures your project and describes why it should be funded. The video is an opportunity to showcase your passion and to pitch your story in a succinct format. We want you to share your vision with the expert reviewers in a way that provides more context to your project, yet still responds to all of the questions posed “Application Questions” section of this RFP. This DOES NOT need to be a professionally produced video; video filmed on a smartphone is acceptable and encouraged.

Your video will be made available to the public. Appeal to a broad audience. Video submissions should follow these guidelines or else it will render the Entry ineligible:

- The name of your organization, the project title, and a brief summary of your proposed project at the start of the video (no more than 1 minute).
- A length of no more than 30 minutes.
- Videos may be created in any language.
- Your video must be captioned to ensure it is accessible for all reviewers. See instructions here on how to caption YouTube videos.
- Your video should not contain any images of identifiable children (under age 18) without written parental consent.

Here are general suggestions for delivering a high-quality video pitch:

- Introduce yourself and your organization(s) and/or team.

Community Grant Making Initiative RFP

- Describe the problem that you are committed to solving.
- Explain your solution.
- Explain what is unique about your solution.
- Describe how you would plan to measure success and achieve broad but meaningful impact.

## APPLICATION QUESTIONS

### **PROJECT TITLE** (10 words max)

Provide the title of your project. Choose a name that easily identifies your solution and distinguishes it from any other project.

### **PROJECT SUMMARY** (150 words max)

Write a one-paragraph overview of your project that answers the following three questions:

- What is a brief description of the issue you are trying to address?
- How will you address the issue, and who will benefit?
- What are your anticipated results?

Your summary should be a stand-alone statement of the problem and solution. It should not require any other information to clearly understand what you are seeking to accomplish.

Select the community priority your project will address (choose one)

- A. Parks and Green Spaces
- B. Digital Access Action

Outline the reason for choosing this community priority.

### **ABOUT YOUR ORGANIZATION**

In this section, please provide detailed information about the applicant.

#### **Name, mission and vision statement for your organization.**

**Applicant Tax Identification Number** - Please provide any identification number provided by the Applicant’s taxing authority (e.g., the Internal Revenue Service).

**Project Staffing** - Please include the name, title, a brief bio and short description of duties for all staff that will work on this project.

**Organizational Demographics** - We are interested in learning more about the diversity of the leadership, staff, and board of the lead organization of your project. Please enter the total number of individuals within your organization for each race/ethnicity, using the category that best describes them.

Position	Latino	Black	Asian and/or Pacific Islander	White	Other (e.g., mixed 2 or more races)	Gender: #Man, #Woman # Non-binary
Board of Directors						

<b>Leadership/ Management</b>						
<b>Staff</b>						

**ABOUT YOUR EXPERIENCE**

**Knowledge of Community Issues** - Describe your organization’s experience working on the community knowledge of the identified community issues. (200 words max)

**Experience with Diverse Communities** - Describe your organization’s familiarity working with diverse communities in South LA. (200 words max)

**Policy and Systems Change Experience and Success** - Explain how your organization has advanced policy and/or systems change in communities of South LA or similar communities. Provide specific examples/ supporting evidence (e.g., reports, news articles, actual text of policies, etc. (200 words max)

**YOUR PROJECT**

**What is your Project?** - Describe the policy and/or systems change impact your project will have for communities in South LA. (500 words max)

**Project Partners** - Describe what community partners this project will have, if any, and what they will work on as part of this project. (150 words max)

**Community Involvement** - Describe how you will involve community input during project implementation. (200 words max)

**Community Input in Project Design** - Describe how community input was involved in the design of your project and/or creation of this application/proposal. (150 words max)

**Combatting Anti-Blackness and Racism** - Describe how you will integrate methods to combat anti-blackness and promote anti-racism through throughout your work on this project. (150 words max)

**YOUR MEASURABLE OUTCOMES**

**Clear and Achievable Outcomes** - Provide a timeline with specific, measurable outcomes for your project. Measurable outcomes should describe in concrete words what you hope to achieve by the end of the project. These outcomes should directly reflect the community priority your project addresses and should be described in SMART goal format. SMART stands for Specific, Measurable, Attainable, Relevant, and Time-based. (400 words max)

**YOUR EVALUATION PLAN**

**Metrics** – Describe the key metrics you will track to evaluate the success of your project. These metrics should directly reflect your measurable outcomes and the project activities.

**Data Collection Methods** – Describe the methods you will use to track key metrics and who will be responsible for managing data collection. Please be specific and include details of the frequency of data collection. In addition, please describe any adaptation of traditional data collection methods to

accommodate COVID-19 public health orders and ensure safety of community, partners and participants.

**Analysis & Reporting** - Describe your approach to analyzing and reporting results of data collection, and who will be leading the analysis process. Please include details about the frequency of formatting of reports, as well as how you will approach language justice and transparency around evaluation results.

**Community Participation** - Describe how you will involve Best Start communities in the evaluation process and provide opportunities for training and community input and partnership for data collection, analysis and reporting.

### **BUDGET REQUEST**

Please specify the general amount of funding your organization is requesting to conduct this project:  
\$ \_\_\_\_\_

### **YOUR BUDGET**

Applicants must submit a line-item budget that clearly outlines the categories. Please use the provided budget template.

### **YOUR VIDEO YOUTUBE LINK** (optional)

If you have elected to create and submit a video proposal, please provide the link to the online location of your video here: \_\_\_\_\_

## ATTACHMENTS

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In addition, applicants must prepare and submit each of the following:

- **Attachment A: Line-Item Budget** - Applicants may submit a line-item budget that outlines your anticipated project costs (e.g., staff salaries, printing and supplies, translation and interpretation services, etc.) Please use the provided budget template, as well as a Budget Narrative that provides a description of each line item and a breakdown of the calculations.
- Three references who can attest to your group/organization's ability to fulfill the proposed outcomes.
- Letters of Support from proposed project partner(s).

## HOW TO SUBMIT AN APPLICATION

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**You may submit an application in any of the following ways:**

**For written responses:**

1. **Email** your completed application to [swoods@chc-inc.org](mailto:swoods@chc-inc.org) by the submission deadline. Include: *"Broadway Manchester Community Grant Making Proposal"* in the Subject line.
2. **Drop off** a paper/hard copy of your application by 5pm on Friday, June 18, 2021 to:

Community Health Councils  
3731 Stocker St., Suite 201 (2<sup>nd</sup> floor)



Community Grant Making Initiative RFP

Los Angeles, CA 90008

Please mark your envelope *“Attn: Sadio Woods”*

**For video responses:**

[Upload your video to YouTube](#). Set the Privacy Settings on your video to Public or Unlisted – do not set them to Private. Send an email with the link to your video, and your contact information to [swoods@chc-inc.org](mailto:swoods@chc-inc.org) by 5:00pm on Friday, June 18, 2021.