Oregon Parenting Education Collaborative Regional Hub Grants

2011-2012
Request for Proposals
Oregon Parenting Education Collaborative
2011-2012 Request for Proposals for Parenting Education Hub Grants

Proposals must be submitted by **February 1, 2011** (postmark deadline) to:

Early Childhood Program
The Oregon Community Foundation
1221 SW Yamhill, Suite 100
Portland, OR 97205

Questions may be directed to Mary Louise McClintock at 503.227.6846 or mlmcclintock@oregoncf.org.

Applicants will be notified in late May of the funding decisions made by OCF’s board of directors.

**Projects are to begin July 1, 2011.**

The Oregon Parenting Education Collaborative is a multi-year initiative led by The Ford Family Foundation, The Oregon Community Foundation (OCF) and Oregon State University. Financial supporters include the Meyer Memorial Trust, The Boeing Company and OCF Donor Advised Funds. The initiative’s partners believe that parents are their children’s first and most important teachers, and that investments in strong parenting are a critical strategy for ensuring that all children are ready to learn. The initiative’s vision is a stronger statewide system of programs, information and support for all parents. Through grants and technical assistance, the initiative supports expanded access to best practice parenting education programs, with a focus on programs reaching parents of children prenatal to age six, and efforts to develop and strengthen regional parenting education “Hubs.”

**Hub Program Funding**

Through this Request for Proposals (RFP), the Oregon Parenting Education Collaborative is inviting new applications from organizations from throughout Oregon and Siskiyou County, California that wish to serve as regional parenting education “Hubs.” These organizations will work with community partners to deliver parenting education services while building stronger and more coordinated parenting education systems in their regions. It is not our intent to create duplicate layers or services, but to encourage partnerships to enhance and build on the work that is already happening or to fill in gaps. The Oregon Parenting Education Collaborative seeks to encourage organizations to work together to coordinate available services and plan for a more comprehensive network of programs for parents of all circumstances.

Grants are available for up to $90,000 per year for up to three years. Organizations may have the option to apply for up to an additional two years of funding after the successful completion of the initial phase of the project. In addition to programmatic funding, the funders will provide technical assistance to selected projects and engage in ongoing evaluation efforts.

Eligible uses of grant funds include:

1. Delivery of best practice parenting education programs, with a focus on programs for parents with children prenatal to age six, through home visiting and/or classes (by the hub organization, or through a sub-contract with a partner agency). Eligible costs include
facilitator preparation and delivery time; food, incentives, and/or child care for participants; transportation for participants, as appropriate.
2. Coordination and administration costs, including activities to: establish and/or expand the Hub organization; convene partners to discuss and develop the region’s parenting education framework, plan and priorities; and develop or improve parent access to information about available programs.
3. Facilitator training and supervision.
4. Purchase of curriculum and other materials.
5. Public awareness activities and materials.

This initiative builds upon evaluation outcomes, lessons learned and successes observed over the last eight years of foundation partnership with community-based providers of parenting education. The evaluation data demonstrate that participation in best practice parenting education programs leads to parents learning and demonstrating new skills, as well as improved family relationships and child behavior.

Definitions and Terms

“Hub” Organizations:

- **Are selected by their community partners** through a collaborative process to coordinate parenting education activities for their region.
- **Work with private and public partners** in their region to provide parenting education and **build a coordinated network of parenting education programs** for parents of children of all ages, with an emphasis on programs for parents of children prenatal to age 6. Partners and programs may include Healthy Start, Commissions on Children and Families, Relief Nurseries, Head Start agencies, school districts, education service districts, community colleges, faith based organizations and other nonprofit service organizations.
- **Promote a spirit of collaboration** among all regional stakeholders while serving as a point of coordination for parenting education planning, information and activities.
- ** Deliver (directly or through subcontracts) best practice parenting education programs** for parents of children prenatal to age 6.
- **Lead a collaborative effort to develop a region wide parenting education framework,** identifying needs and gaps and planning for the sustainability of parenting program coordination and delivery.

“Parenting Education”: The National Parent Education Network offers the following definition of parent education: “a process that involves the expansion of insights, understanding and attitudes and the acquisition of knowledge and skills about the development of both parents and of their children and the relationship between them.” (http://www.npen.org/about/background.html)

“Region”: A parenting education region to be coordinated by a hub organization could be a metropolitan area, a county, part of a county, or more than one county. The region must be logical and agreed upon by the key parenting education partners in that area.

“Best Practices”: “research-based or evidence-based programs, practices and principles that are shown to reliably produce measurable and sustainable improvements in productivity, efficiency or effectiveness.” (Oregon Commission on Children and Families)
Application Information

Eligible organizations: Nonprofit 501(c)(3) organizations or public agencies, school districts or community colleges.

Application timeline: Deadline for submittal to OCF is February 1, 2011; proposal review will take place through April; applicants will be notified by late May; grant years to begin on July 1, 2011.

Future years: Successful applicants will be offered the opportunity to reapply each year for two years (through 2013-2014), but must submit an annual progress report and renewal application for review and approval by OCF. In some cases, grantees may be eligible to apply for an additional one or two years of funding, for a total of up to five years. (Opportunities for grant extensions will be determined in subsequent years.) For this application cycle, applicants will be asked for work-plans, timelines and budgets for up to three years.

Requirements and Selection Criteria

- The Hub must have a proven track record as a direct service provider or as a significant partner in the parenting education arena.
- Funds can be used to support development of a parenting education hub in regions where a collaborative effort to coordinate parenting education does not exist, or to strengthen an organization already carrying out that role. Preference will be given to collaborations with a known track record of success.
- The Hub must define how it will work with other parenting education providers and partners in its region.
- Hub grant funding must be used for both coordination activities AND delivery of best practice parenting education programs. Program delivery can be carried out by the Hub organization or, through a subcontract, by another service provider.
- Best practice parenting education curricula to be used must be identified.
- Proposals must demonstrate that facilitators delivering parenting education programs through the proposed project have been trained to lead classes or visit families using that curriculum, or describe how training will be obtained.
- Community and organization support (cash, in-kind resources, and/or volunteer hours) should constitute at least 25 percent of the total proposed budget for the project.
- Proposals that have the greatest potential for effectively reaching underserved parents with children prenatal to age 6 will be funded.
- Plans for future project sustainability beyond the grant period will be taken into consideration.

Components of the Proposal

Proposals must be no more than five pages in length using a 12 point font, single spaced, and unbound. Faxes or emailed documents will not be accepted. Please submit three copies of your completed proposal.

All proposals must include the following components, in the order listed below.

☐ Application Summary Form. Use the Application Summary Form at this link. (This form is not part of your five-page proposal.)
Program Summary. Briefly describe the Hub design for regional parenting education programming. Please specify the Hub organizational infrastructure that will support, coordinate and market parent education programming, and describe the roles of each of the Hub organization’s key partners. This summary should not exceed 200 words.

Program Narrative. The narrative must respond to the following questions:

- Briefly describe the parenting education needs in your region, including any recent data and information available from various sources. (We do not expect this question to be answered through an extensive new analysis of needs and gaps, as this will be part of each Hub’s first year of activity; however, we expect you to include specific known information.) Include ethnic and cultural components of the community. What gaps will your project address?
- Describe how the organization will build on and enhance any previous or existing planning, coordination and service delivery activities in the region related to parenting education.
- Briefly describe the applicant organization’s unique position to offer the proposed program. Who are the key players involved? Describe the collaborative activities and relationships that exist and those with potential. Discuss track record of successful parenting programming and/or leadership role in community based parenting, giving specific examples from the past three years.
- On what geographic area will your project focus? List name(s) of city(ies), town(s) or county(ies) and the population. Describe the Hub site and location of existing or intended program satellites (if relevant).
- Describe the proposed work and timeline for all three years, including staff persons responsible and the approximate time devoted to those responsibilities. Address in the workplan how you will identify parenting education needs and gaps in the first year of funding and build consensus among Hub partners on priority strategies.
- Describe the parents to be targeted and how many are to be reached through delivery of best practice programs funded by the project (such as two-parent families, single mothers, fathers, grandparents, teen parents, incarcerated parents, parents in recovery, universal).
- Describe how you will reach underserved and/or isolated families and communities, including those in sparsely populated areas or where transportation is a challenge.
- Identify the various methods, activities, and strategies to be used in your parenting education program (parenting education classes complimented by special events and other activities).
- Provide a brief description and the title of the best practice parenting education curriculum/curricula you plan to utilize with parents.
- State specific objectives and anticipated outcomes for the project. How do you expect and/or anticipate people to be different as a result of participating in your program?
- Describe approach to sustainability of the project beyond the grant period.
- Provide a brief description of your evaluation plan, including objectives and anticipated outcomes for the project. (As noted in the list of application attachments below, objectives, outcomes and other evaluation elements for 2011-2012 must be submitted as an attachment in matrix form. Grantees will be required to utilize the Parenting Skills Ladder – to be provided – to capture parent outcomes.)
- Provide a brief budget narrative describing the proposed use of grant funds.

Attachments. (Not included as part of the five-page proposal document.)

- Proposed three-year project budget, identifying revenue (cash and in-kind) sources and expenditures in a detailed line-item format.
  - Grants may not exceed $270,000 over the three-year timeframe, or $90,000 per year. Annual renewals are required and awarded based on satisfactory prior year achievements.
  - Include the total proposed three-year cost of the parenting education program.
A minimum 25% funding match is required. Competitive proposal budgets will not exceed 75% of the annual total cost of the project.

- Two most recent years of financial statements for the grantee organization.
- Organization budget for the current fiscal year.
- List of Board of Directors, with affiliations and phone numbers.
- Copy of IRS 501(c)(3) tax determination letter.
- Evaluation program framework for 2011-2012, using the Program Evaluation Framework at this [link](#).

You may include letters of support if they are related to the proposed project and outline partner commitment and responsibilities. These can include letters from organizations that will be participating in a variety of ways in the process of developing and implementing a Hub, helping with outreach to parents and/or delivering programs.

### Expectations of Funded Organizations (after grant has been received)

- In collaboration with partners, lead the development of a parenting education framework for the region, including a “map” of available programs; a strengths and gaps analysis; and proposed strategies to address gaps. A draft of this framework must be submitted by the end of the first year of funding.
- Cooperate with the evaluators to collect and provide the needed data and information from parents, collaborators, and volunteers involved with the project.
- Complete annual detailed progress and financial reports.
- Commit to sharing program related experiences and findings with all grantees and others.
- Attend (at least two representatives from each project) annual networking conferences sponsored by the Oregon Parenting Education Collaborative.
- Annual site visit from one or more Collaborative partners.

### Additional Information for Applicants

#### Suggested Curricula

(Other programs may be selected, so long as they employ proven “best practices.”)

- The Incredible Years
- Make Parenting a Pleasure, Parenting: The First Three Years, Haga de la Paternidad un Placer, Parenting Now! (Birth To Three)
- Parenting Wisely
- Second Step
- Nurturing Parenting
- Parents as Teachers
- Abriendo Puertas

More information about evidence-based curricula is available on the following websites:

[http://www.dsgonline.com/mpg2.5/mpg_index.htm](http://www.dsgonline.com/mpg2.5/mpg_index.htm)
http://www.strengtheningfamilies.org/
http://nrepp.samhsa.gov/

You may also contact Denise Rennekamp of Oregon State University, Denise.Rennekamp@oregonstate.edu, 541.737.1013, if you have questions about curricula.