



Request for Proposals

Strengthening Protective Factors for Families

A range of funding opportunities for community-based organizations promoting the well-being of Fresno County families raising young children.

**Deadline to submit via Survey Monkey:
Wednesday, March 4, 2026, at 4:59 p.m.**

First 5 Fresno County
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Overview of Funding Opportunity	
Purpose	First 5 Fresno County will partner with community-based organizations to provide a range of programs and services that strengthen protective factors for families raising young children and increase the quality and accessibility of Fresno County's early childhood service system.
Annual Funding	The total funding available under this RFP is approximately \$3,000,000 for two years.
Approximate Number of Awards	Approximately 10 contract awards of up to \$300,000 per contract for two years (up to \$150,000 annually).
Contract Period	<p>July 1, 2026 – June 30, 2028</p> <p>Two-Year Awards</p> <p><i>With the option to renew agreements for one additional year (for a total of three years), based on performance and availability of funds.</i></p>
Eligibility	<p>Only 501(c)(3) nonprofit public benefit organizations are eligible to apply, including partnerships between multiple organizations.</p> <p>Other public benefit or community organizations that are fiscally sponsored by a 501(c)(3) are also eligible to apply.</p>
Description	<p>This RFP is designed to fund various direct service program models and services that strengthen protective factors for families raising young children and are uniquely tailored to meet the needs of the community.</p> <p><i>For the purposes of this RFP, programs are generally defined as a set of services delivered to a specific population by a distinct set of personnel in order to achieve one or more intended outcomes.</i></p>

Timeline	
Date	Action
Wednesday, January 21, 2026	Release of Request for Proposals
Wednesday, January 28, 2026	{Pre-recorded} Virtual Informational Session Available
Tuesday, February 24, 2026	Deadline to submit questions
January 29, 2026 February 5, 2026 February 12, 2026 February 19, 2026 February 26, 2026	Days when a response to submitted questions, if any, will be posted on the First 5 Fresno County website
March 3, 2026	Courtesy Check Deadline <i>organizations must submit prior to March 4th to be eligible for a Courtesy Check (see page 11 for more information)</i>
March 4, 2026 at 4:59 p.m.	Submission Deadline <i>(see submission method information on page 10)</i>
March 9, 2026 – April 28, 2026*	Review Committee process and possible follow-up with select applicants for additional information. <i>The anticipated time frame for a follow-up process is April 8th – 24th.</i>
May 1, 2026*	Award notification to proposers
May – June 2026	Scope of work and budget finalization
June 10, 2026	Recommended organizations presented to the First 5 Fresno County Commission for approval
July 1, 2026	Contract start date for awarded organizations

**Dates may vary based on the number of submissions received.*

Strengthening Protective Factors for Families

Request for Proposals (RFP)

ABOUT FIRST 5 FRESNO COUNTY

At First 5 Fresno County (First 5 Fresno), we know that Fresno County thrives when our children and their families thrive. We envision a future where young children and their families are healthy, loved, and nurtured. We pursue this vision by partnering with, advocating for, and investing in our community to create a seamless system of quality, accessible services that support the well-being of every child and family. In 1998, California voters passed Proposition 10, increasing the state's tax on tobacco products and creating an initiative called "The Children and Families Act." The legislation established the California Children and Families Commission (First 5), and it was charged with implementing an integrated system of services to support the optimal development of children from the prenatal stage to age five, so they are ready to succeed in school and life. Each California county formed a First 5 – and so was born First 5 Fresno.

For over two decades, First 5 Fresno has invested more than \$548 million to fill gaps in our local service system so that families raising young children have access to the supports they deserve. As stewards of public funding, we operate primarily "behind-the-scenes", working directly with the people, policies, and programs representing the many agencies, organizations, and businesses that, in turn, directly support children and families. Our investments range from program-level (e.g. home visitation programs, parent-child play groups, parenting skill-building/education cohorts, etc.) to multi-partner collective-impact work (e.g. serving as a member of the Fresno Cradle to Career and Help Me Grow initiatives) as we partner with our community to leverage funding, raise the needs of families with young children, and improve community outcomes through intentional collaboration.

As a First 5 Commission we are responsible for developing a strategic plan and evaluation activities to guide local funding decisions that are consistent with the purpose of Proposition 10. A copy of our current [strategic plan](#) is located on our website <https://first5fresno.org/about/#board-tools> under Commission Documents. This funding opportunity is intentionally designed to advance the goals of this strategic plan and directly align with the mission of Early Matters Fresno – a countywide coalition of public, private and community-based partners working to ensure all families raising young children in Fresno have the support they need to thrive. First 5 Fresno County serves as the backbone agency for [Early Matters Fresno](http://www.earlymattersfresno.org) (www.earlymattersfresno.org).

RFP INTENT

Through this RFP, First 5 Fresno will partner with multiple **community-based organizations** to provide a range of **family-centered programs and services that strengthen protective factors for families** raising young children, from the prenatal stage to age five, and simultaneously increase the quality and accessibility of Fresno County's early childhood service system. At First 5 Fresno, we believe families and communities are the ultimate experts on their needs and so, we are requesting organizations to propose **program models and services** that are uniquely tailored to the needs and goals of families in the specific communities they serve.

All proposals must: 1) be rooted in and reflective of the **cultural, linguistic, and overall diversity** of every family served (including, but not limited to staff reflective of the proposed community), 2) support families to build at least two of the five **Strengthening Families™ Protective Factors** and 3) **address critical gaps in direct services/supports** for families raising young children in Fresno County.

BACKGROUND

As one piece of the early childhood system in Fresno County, we are dependent on our partners to collectively meet the needs of families with young children. **More than 88,800 young children (ages 0 to five years old) call Fresno County home.** And while our community is rich and vibrant with cultural, linguistic, and geographic diversity – **long-standing systemic inequities create barriers to the critical services and supports** every family deserves. Today, about a quarter of our County's children live below the poverty level and have unreliable access to sufficient food. And more than two in 10 children experience two or more adverse experiences early in life. According to the RAPID Survey Project, many California parents of young children report that they and their young children experience emotional distress: *"In families with young children, the chain reaction of hardship can undermine the stable, nurturing care that parents seek to provide and that is essential to healthy development in early childhood. Research has shown how crucial the earliest years of children's lives are for positive development, healthy brain growth, social and emotional well-being, and lifelong health. There is also extensive evidence of the links between experiences of early adversity and poorer outcomes in health, education, well-being, and income later in life."*¹

At our core, First 5 Fresno is **systems-focused**. We are designed to support the people, policies, and programs representing each agency, organization, and business that serves Fresno County families – so we can each make our piece of the system of services work better for families raising our youngest neighbors. Aligned with the **Thriving Families focus area** of our [2025-2030 Strategic Plan](#), this RFP is intentionally designed to deepen and **develop partnerships between First 5 Fresno and community-based organizations** focused on **strengthening protective factors** for families. Community organizations are a vital component to an effective system of services and are often the most trusted resource among families navigating our community's complex service system.

Strengthening Families Protective Factors

This funding opportunity is centered around strengthening proven protective factors for families raising young children. Strengthening Families™ is a research-informed approach to increase family strengths, enhance child development and reduce the likelihood of child abuse and neglect. It is based on engaging communities, programs and families in building five key protective factors²:

1) Parental resilience

Managing stress and functioning well when faced with challenges, adversity and trauma.

2) Social connections

Positive relationships that provide emotional, informational, instrumental and spiritual support.

¹ <https://rapidsurveyproject.com/article/three-years-of-california-parent-voices-show-families-struggle-to-meet-basic-needs-and-experience-emotional-distress-as-a-result/>

² <https://cssp.org/resource/about-strengthening-families-and-the-protective-factors-framework/>

3) Knowledge of parenting and child development

Understanding child development and parenting strategies that support physical, cognitive, language, social and emotional development.

4) Concrete support in times of need

Access to concrete support and services that address a family's needs and help minimize stress caused by challenges.

5) Social and emotional competence of children

*Family and child interactions that help children develop the ability to communicate clearly, recognize and regulate their emotions and establish and maintain relationships.*³

As summarized by Safe & Sound: building a foundation, having a strong community and resources to rely on, not only reduce stressors as a parent but also has a long-lasting effect on how children solve problems and make healthy decisions throughout life.⁴ To learn more about these five protective factors visit: <https://cssp.org/ideas-in-action/our-work/projects/protective-factors-framework/>.

FUNDING AND CONTRACT PERIOD

The total funding available under this RFP is approximately \$3,000,000 for two years, with the option to renew the agreements of selected organizations for an additional year (three years total) based on performance and availability of funds. We anticipate awarding approximately 10 contracts with these funds at up to \$300,000 per contract for two years (up to \$150,000 annually). The contract period for these two-year awards will be July 1, 2026 – June 30, 2028.

Organizations will be grouped and scored by their total revenue for Fiscal Year 2024-2025 (or most recently closed fiscal year) based on an organization's Form 990.

Organization's Total Revenue for Fiscal Year 2024-2025 <i>or most recently closed Fiscal Year</i>	
Group 1	\$0 - \$2,000,000
Group 2	\$2,000,001 and above

Final funding recommendations will be based on the number of submissions received, available funding, and the Review Committee process. If needed, First 5 Fresno may shift submissions between Groups 1 and 2 to most accurately represent groups of like-sized organizations.

All organizations, regardless of annual organization budget amounts, are eligible for awards up to \$150,000 annually. Based on the review process, **organizations may be recommended for a portion of their total budget request.** Please note, First 5 Fresno cannot commit to funding any organization beyond our available resources or the anticipated contract term for awards under this RFP. We strongly encourage organizations to braid funds with other grants, contracts, Medi-Cal funding (e.g. CalAIM), etc.

³ <https://cssp.org/resource/about-strengthening-families-and-the-protective-factors-framework/>

⁴ <https://safeandsound.org/blog/understanding-the-5-protective-factors/>

ELIGIBILITY

Only 501(c)(3) nonprofit public benefit organizations are eligible to apply for this funding opportunity, **including partnerships** between multiple organizations. Other public benefit or community organizations that are **fiscally sponsored by a 501(c)(3)** are also eligible to apply.

If multiple organizations jointly submit a proposal, they must identify one 501(c)(3) organization to be the lead contractor with First 5 Fresno. All organizations submitting a proposal under this RFP, regardless of their fiscal sponsor or lead agency partner, must be formed for public or charitable purposes and may not be organized for the private gain of any person. A participating organization cannot distribute profits, gains, or dividends to any person. For-profit entities are not eligible to apply.

If the organization is a past or current First 5 Fresno funded partner, their contract(s) must be in good standing. **Organizations may not submit more than one proposal or, if applicable, one proposal as a lead contractor** to this funding opportunity.

FOCUS POPULATION

Funding under this RFP **must directly support Fresno County families with children from the prenatal stage to age 5**. Under this RFP, all submissions **must focus on our community's most underserved and under-resourced children and families** including, but not limited to: Black and/or Indigenous families, families living in rural communities, undocumented individuals, immigrant families, dual language learners, children with special needs, single parents, and/or low-income households.

SCOPE OF SERVICES AND PROGRAM REQUIREMENTS

This RFP is designed for organizations to propose a range of family-centered **program models** and services that **strengthen protective factors for families** raising young children. *For the purposes of this RFP, programs are generally defined as a set of services delivered to a specific population by a distinct set of personnel to achieve one or more intended outcomes.*⁵ Organizations can propose **any program model** so long as it directly supports young children and their families in Fresno County and meets the intent and requirements of this RFP. For example, program services could include case management, parenting-skill building, activities to strengthen parent and child connections, parent/caregiver social support groups, parent coaching, programs in partnership with other public agencies or organizations, etc.

Funding from this RFP can be utilized to enhance or complement an existing program or to pilot a new/emerging program.

All organizations applying for funding under this RFP must adhere to the following requirements for the programs and services proposed:

- Programs and services must **directly support** Fresno County **families with young children (prenatal to five years old)** with a focus on **our community's most underserved and under-resourced** children and families including, but not limited to: Black and/or Indigenous families,

⁵ Adapted from *The What, When, How and Why of Program Models and Business Process Analysis (Maddex)*

families living in rural communities, undocumented individuals, immigrant families, dual language learners, children with special needs, single parents, and/or low-income households.

- Proposals must support families to build at least two of the five Strengthening Families™ Protective Factors.
- Proposals must **address critical gaps in direct services/supports** for families raising young children in Fresno County.
- Organizations are encouraged to **provide wrap-around services**, supports and resources to meet the **basic and emerging needs** of families participating in programs/services. First 5 Fresno funding or other funding sources can be used to cover these types of expenses.
- This funding is designed for **ongoing programs and services** for families and cannot be solely used for one-time or limited events/services (e.g. bi-annual outreach or resource distribution events). *Visit our website at www.first5fresno.org/what-we-do/#funding-opportunities for information on a separate funding opportunity for community events.*
- Services must be **family-centered, culturally, and linguistically responsive** for all participants.
- Program models must be **research and community-informed**.
- Programs must be based on a holistic **whole-child, whole-family approach** to supporting the well-being of children and families.
- While a **portion** of a proposed budget can include **support/training for staff** directly supporting families with young children, the primary activities and funding must be focused on programs/services for families.
- Organizations must convey their **experience** and **capacity** (or future capacity with the aid of this proposal) to provide the proposed resources/services to families with young children.
- As applicable, organizations must connect children to **developmental screening** and **referral resources** including the Ages & Stages Questionnaire (ASQ) and Ages & Stages Questionnaire: Social-Emotional (ASQ:SE), through Help Me Grow or another community partner. First 5 Fresno will connect an organization to developmental screening resources, as needed.
- **First 5 Fresno funding cannot be the program's sole funding source.** In-kind, leverage and/or cash match funding must be included in the program budget. First 5 Fresno strongly encourages organizations to braid funds with other grants, contracts, Medi-Cal funding (e.g. CalAIM), etc.
- This funding is designed to complement a wide range of program and service models and fill critical gaps that other funding sources cannot cover. **Proposals must convey the funding gap that the submission is filling and cannot supplant** (meaning take place of, overlap, or duplicate) what is already funded by another source.

- **No capital purchases** (non-consumable items, individual or grouped, with a purchase price of \$5,001 or more per item or in aggregate) will be allowed (e.g. a single vehicle or a group of desks totaling more than \$5,001 together). Prior approval by your First 5 Fresno contract manager of non-consumable items may be required.

SUBMISSION REQUIREMENTS

Submission Deadline and Process

Completed proposals must be submitted by **March 4th, 2026 at 4:59 p.m. via Survey Monkey linked here** (<https://www.surveymonkey.com/r/F5FC-SPFF-RFP>). The Survey Monkey link will close promptly at 5:00 p.m. PST. Please note, organizations must **submit prior to March 4th to be eligible for a Courtesy Check** (see page 11 for more information).

As an exception, if submission through Survey Monkey is not possible, answers to the proposal questions may be emailed to funding@first5fresno.org or hand-delivered to the First 5 Fresno office at 2405 Tulare Street, Fresno, CA 93721 Suite 200, using the alternative submission form located on our website <https://first5fresno.org/what-we-do/#funding-opportunities>. Emailed and hand-delivered submissions must also be received by the submission deadline above.

Late submissions will not be accepted. Organizations are solely responsible for ensuring that submissions are received on time. **We strongly encourage you to submit proposals before March 4th to ensure your submission is received by the deadline.**

Organizations will be able to request an email copy of their answers directly from Survey Monkey. Organizations may also verify receipt of their submission via Survey Monkey by emailing First 5 Fresno at funding@first5fresno.org. Hand-delivered or emailed submissions will also receive an emailed or printed proof of submission. If the organization identifies an error after submitting, they may resubmit before the deadline. Only the most recent submission will be accepted.

How and What to Submit

Organizations must submit proposals using **Survey Monkey** linked [here](https://www.surveymonkey.com/r/F5FC-SPFF-RFP) (<https://www.surveymonkey.com/r/F5FC-SPFF-RFP>). All questions included in Survey Monkey are listed in **Appendix A of this RFP**. Please note, **Section 3 of the survey/Appendix A** includes uploading a proposed budget (see **Appendix B**). Organizations may submit their own budget template instead of using First 5 Fresno's budget template. If another budget template is used, please be sure the primary information in First 5 Fresno's budget template is still included.

We **strongly recommend prewriting your responses on a separate document** prior to submitting via Survey Monkey for a smoother submission process. It is our understanding that in Survey Monkey respondents can change their answers on any survey page until they complete or exit the survey. First 5 Fresno is not responsible for any lost/missing information in the Survey Monkey submission process.

Word count limits are included to support with the review of multiple proposals. Please **keep all responses within the word count limits** listed for each question. First 5 Fresno reserves the right to reject, modify, or reduce points for proposals that exceed the word count limits. To reduce the risk of

malware and allow for proposals to be reviewed in printed form, **do not include web-based links to external content in RFP submissions.**

The following are not initially required to be submitted, however, if selected to move forward in the funding process, organizations will be asked to submit:

1. Statement of Financial Standing - *Audited financials or similar documentation*
2. A completed W-9 Form
3. Organizational Chart showing all personnel listed in the proposed budget
4. Job Descriptions for personnel listed in the proposed budget
5. Agreements with subcontractors listed in the proposed budget (*if applicable*)
6. Cost Allocation Plan
7. Proof of Insurance Coverage (*e.g. Commercial General Liability, Workers' Compensation, Automobile Liability, Professional Liability and Fidelity Bond or Insurance*)
8. Electronic Funds Transfer (EFT) Form

Our Available Technical Support

Please add funding@first5fresno.org to your approved contact list to avoid interference from spam filters. If you do not receive an email copy of your responses from Survey Monkey after submitting or experience any technical difficulties, please contact funding@first5fresno.org or leave a voicemail at 559-558-4900. *Please note, on March 4, 2026 staff will be available until 4:59 p.m. to support with technical assistance related to Survey Monkey, email or hand-delivered submissions.*

You may also schedule a time to submit your proposal onsite at our First 5 Fresno office. We will provide internet access, a printer, scanner and/or a laptop connected to our website. Please contact funding@first5fresno.org or leave a voicemail at 559-558-4900 to schedule a time to submit your proposal onsite between February 5, 2026 and February 27, 2026. *Appointments must be made prior to February 27, 2026.* Please note, First 5 Fresno staff can only support with the technology and technical pieces needed to submit a proposal and will not review or discuss any other aspects of the RFP.

Courtesy Check

For proposals submitted and received prior to March 4th, our staff will make a reasonable effort to review such proposals and notify proposers that submitted an incomplete proposal; proposers may submit any missing information and submit a complete proposal prior to the Submission Deadline. In no event will an organization be allowed to submit a proposal after the Submission Deadline.

REVIEW PROCESS AND NOTIFICATION

Each submission will be initially reviewed to ensure all required information is included. A Review Committee, including community and First 5 Fresno staff representatives, will evaluate and score each submission that complies with the purpose and requirements of this RFP. If requested, organizations should be prepared to elaborate on their proposal to the Review Committee. This may include a second phase application process with additional submission requirements, follow-up questions to the original submission by email, and/or an interview process. The anticipated time frame for a second phase/follow-up process is **April 8th – 24th**.

Submissions may receive a maximum of 100 points (up to 75 points for proposal responses and up to 25 points for the budget proposal).

Scoring **will be based** on:

- Overall alignment with the intent and scope of services of this RFP and vision/mission of First 5 Fresno.
- The extent to which the proposal:
 - o Directly supports families from the most underserved and under-resourced communities to build multiple protective factors.
 - o Addresses critical gaps in direct services/supports for families raising young children in Fresno County.
 - o Reflects and honors the cultures, languages, abilities, and overall diversity of the population served.
- The organization's connection to the focus population(s) through previous or on-going programming and services.
- The appropriateness/feasibility of the proposed budget and activities, including implementation timeline.
- Capacity of the organization to carry out the proposed activities and RFP requirements.

While scoring **will not be based** on the formatting or grammar of the submission, all proposers will ensure their submission is clear and accurately conveys the proposer's intent.

The contact person for each submission will be notified via email of First 5 Fresno's decision by **May 1, 2026**. All organizations, including the recommended organizations, will be notified of the status of their submission. Following the review process, First 5 Fresno will work with the recommended organizations to finalize a contract agreement, including scope of work/activities and budget, that will be presented to the First 5 Fresno Commission for consideration and ultimate approval for funding.

INFORMATIONAL SESSION AND QUESTIONS

Informational Session

A pre-recorded, virtual informational session for this RFP will be posted on our website (<https://first5fresno.org/what-we-do/#funding-opportunities>) on or before **Wednesday, January 28, 2026**. Any questions that arise from the informational session recording must be submitted electronically as indicated in the Questions section below.

Questions

Any questions about this RFP must be submitted via email to funding@first5fresno.org with the subject line: **“Question RFP – Strengthening Protective Factors”**. Questions will be accepted until **Tuesday, February 24, 2026**. If questions are received, responses will be posted on the funding page (<https://first5fresno.org/what-we-do/#funding-opportunities>) of the First 5 Fresno website **every Thursday** beginning January 29, 2026, through February 26, 2026. Note: if questions are received after February 24th, we cannot guarantee a response. As questions are received we may, but are not required to, reply individually to the organization submitting a question prior to the Thursday posting dates.

PARTNER REQUIREMENTS (IF FUNDED)

All organizations funded by First 5 Fresno must abide by all the policies and guidelines stipulated in our Funded Partner Manual, as appropriate. The Funded Partner Manual is updated as needed and can be found here: <https://first5fresno.org/wp-content/uploads/2023/06/First-5-Fresno-County-Funded-Partner-Manual-August-2025-FINAL.pdf>.

Evaluation, Data Collection and Reporting Requirements

First 5 Fresno partners with an external evaluation firm to develop and implement a range of family and community-centered evaluation activities aligned with our 2025-2030 Strategic Plan. The goal of our evaluation work is to track progress towards the desired outcomes for our community, inform decision-making, and ensure funds are used as efficiently and effectively as possible. As applicable, our staff will work with Funded Partners to facilitate and maintain evaluation plans by (a) attending meetings relating to evaluation issues; (b) aiding in the selection of outcomes, indicators, and data collection tools and forms; and (c) reviewing and analyzing demographics, services, narratives, and other outcomes/indicators.

All funded partners are required to collect demographic and service data, including the deidentified age, language, race/ethnicity and service types of the participating parents/caregivers and children. Any additional required data beyond this information will be agreed upon between the selected organization and First 5 Fresno. Data reports are typically due on a quarterly basis.

Below are the anticipated data collection and reporting timelines, subject to change based on First 5 Fresno evaluation design and contract negotiations with funded partners.

Data Collection and Reporting Requirements	
Reports Due (minimum)	Quarterly (or with each invoice)
Required Participant Data	Total number of participating children ages 0-2 and 3-5 years old
	Total number of participating parents/caregivers
	Language, race/ethnicity, and zip codes of participating children, parents/caregivers
	Total number of participating professionals (if applicable)
Required Service Data	Total count, type and frequency of services for participants
Narrative	Brief narrative including challenges, short-story, highlights from the quarter, and activities/outcomes related to increasing the quality and accessibility of Fresno County's early childhood service system (e.g. increased coordination across partners, capacity for providers supporting children and their families, increased funding/resources for services, etc.)

We currently use the Apricot 360 data system and will work with each partner to develop a data reporting process that complements your existing reporting system and infrastructure to the full extent possible. Our aim is to reduce duplicative data entry and help you and the First 5 Fresno Commission share out the known quantitative and qualitative impact of this funding opportunity. Partners are required to maintain applicable back-up documentation (e.g. sign-in sheets, flyers, brochures, enrollment forms, etc.) for the participant and service data reported.

See page 12 of the Funded Partner Manual for more information on Data Reporting Requirements (<https://first5fresno.org/wp-content/uploads/2023/06/First-5-Fresno-County-Funded-Partner-Manual-August-2025-FINAL.pdf>).

Financial Reporting Requirements

In most cases, payments are made electronically through a quarterly reimbursement request process. From time-to-time, advance payments may be considered and approved. For reimbursement, all expenses are required to be supported by supporting documentation (i.e. general ledger, receipts, invoices, etc.). Invoices are typically due on a quarterly basis.

See page 19 of the Funded Partner Manual for more information on invoicing and payments (<https://first5fresno.org/wp-content/uploads/2023/06/First-5-Fresno-County-Funded-Partner-Manual-August-2025-FINAL.pdf>). You can also find a list of disallowed costs and budget line-item definitions on pages 18 and 15 of the Manual.

OTHER IMPORTANT INFORMATION

Protest Process

Upon notice by First 5 Fresno County staff of a proposed award, any applicant may file a formal written protest regarding a potential award by First 5 Fresno County. The protest shall be filed with the First 5 Fresno County Executive Director no less than forty-eight (48) hours before the day of the meeting at which the Commission is scheduled to award the subject contract. The protest shall be in writing addressed to the Executive Director and contain the exact basis for the protest, and proof that the protestor is a viable and responsible provider of the services sought. The protest should provide evidence that the proposed award violated First 5 Fresno County's procurement procedures or State law. Mere disagreement with the decision to award to another provider shall not be the basis for a successful protest.

Confidentiality of Responses

First 5 Fresno County cannot guarantee the confidentiality of information submitted by the applicant. In the event that First 5 Fresno County receives a public request for records or court order that First 5 Fresno County reasonably determines compels its disclosure of the submission, First 5 Fresno County shall provide those records that it deems responsive to the request. All materials submitted as part of a response to this RFP become the property of First 5 Fresno County.

Communication

As of the issue date of this RFP and continuing through the public notification of the award, individuals/entities submitting applications are specifically directed not to hold any meetings, conferences, or technical discussions regarding this RFP with First 5 Fresno County staff, Commissioners or any members of the Review Committee unless expressly authorized by this RFP. "Off the record" contacts can potentially taint First 5 Fresno County's decision-making process. Interested applicants may only submit inquiries through the funding@first5fresno.org email address in response to any matter pertaining to the RFP. Any prohibited contact may result in disqualification of the potential contractor's submission.

Contracts

Issuance of this RFP does not constitute a commitment by First 5 Fresno County to award a contract. First 5 Fresno County reserves the right to reject any or all submissions received in response to this RFP, or to cancel this RFP if First 5 Fresno County deems that it is in the best interest of the Commission to do so. In addition, First 5 Fresno County staff reserves the right, after contract award, to amend the resulting contract as needed throughout the term of the contract to best meet the needs of all parties.

Any contract awarded by First 5 Fresno County will contain various material terms and conditions that will not be negotiable, including, but not limited to, applicant's obligation to indemnify, defend, and hold First 5 Fresno County harmless from and against applicant's and its subcontractors' negligence and willful actions, insurance requirements as determined by First 5 Fresno County, and compliance with various First 5 Fresno County policies.

Supplanting

No First 5 Fresno County funds shall be used to supplant (i.e., take the place of or replace) state or local General Fund money for any purpose. This prohibition does not apply to federally funded or privately funded programs.

Conflicts of Interest

Applicants must adhere to First 5 Fresno County's Conflicts of Interest Policy and Conflicts of Interest Code, as amended, as applicable. No Commissioner or designated staff may make, participate in making, or use their official position to influence the making of any governmental decision, which may have a direct or indirect foreseeable material financial effect on the Commissioner or designated staff person. Therefore, no entity in which a Commissioner or designated staff person has a material financial interest may submit an application to First 5 Fresno County. Additionally, under no circumstances, may a financial dependent of a First 5 Fresno Commissioner or staff respond to this RFP. Relatives (which shall include, but not be limited to, adult children, siblings, aunts and uncles) of First 5 Fresno County Commissioners or staff who are not dependents are discouraged from submitting.

APPENDIX A – SUBMISSION QUESTIONS

Strengthening Protective Factors for Families RFP

INSTRUCTIONS

Submissions will be completed using the Survey Monkey link on page 10 of the RFP. For reference, below are the questions included in Survey Monkey.

We strongly recommend **prewriting your responses on a separate document prior to submitting** via Survey Monkey for a smoother submission process. It is our understanding that in Survey Monkey respondents can change their answers on any survey page until they complete or exit the survey. First 5 Fresno is not responsible for any lost/missing information in the Survey Monkey submission process. To reduce the risk of malware and allow for proposals to be reviewed in printed form, **do not include web-based links to external content in RFP submissions.**

Word count limits are included to support with the review of multiple proposals. Please **keep all responses within the word count limits** listed for each question. First 5 Fresno reserves the right to reject, modify, or reduce points for proposals that exceed the word count limits.

See page 10 for more information on the submission process.

SECTION 1: ORGANIZATION INFORMATION

Please submit the following information for the organization submitting the proposal.

A. Organization Contact Information

1. Organization name
2. Organization legal name (if different from Organization Name, if same type N/A)
3. Organization website (if applicable, if not type N/A)
4. Organization address
5. Organization phone number

6. **Contact Person** for this RFP
 - Name
 - Title
 - Email
 - Phone Number

B. About Your Organization

7. Type of Organization (select one)
 - 501(c)(3)
 - Fiscally sponsored by a 501(c)(3)
 - Name of fiscal sponsor

8. What was your organization's **total revenue for Fiscal Year 2024-2025** (or most recently closed fiscal year)?

9. Approximately **how many years has your organization been in operation?**

10. In a paragraph or two please share about your organization's **mission** and **history**.
(Word Count = up to 350)

C. Partnering Organizations (Joint Proposal)

11. Are you submitting this proposal in partnership with other organizations?
 - No, only one organization is submitting this proposal.
 - Yes, multiple organizations are partnering to submit this proposal.
 - If yes, please list the partner organization names and organization types below (e.g. ABC Organization is a 501(c)(3)).
12. If multiple organizations are submitting a joint proposal, please describe why and how the organizations will partner together through this RFP. **Type N/A if only one organization is submitting the RFP.** (Word Count = up to 350)

SECTION 2: PROPOSED PROGRAM

Please provide a **brief response** to the following questions describing how your organization proposes to support families with young children through this funding opportunity. Note: word limits have been added to support with the review of multiple proposals. Please review all questions ahead of time to see where some information could be unintentionally repeated to support with limiting repetition and overall word count.

If multiple organizations are submitting a joint proposal, please clearly reference the partnering organizations' information below as applicable (e.g. experience, personnel, roles, etc.).

A. Focus Population

1. What **areas of Fresno County** will you primarily implement the program/services? (e.g. countywide, a specific city or zip code, rural areas, etc.). Please be as specific as possible. (Word Count = up to 150)
2. Please **describe the population** your proposal will primarily focus on.
(Word Count = up to 275)
3. What is your **organization's experience** with and **connection to** the proposed population? (Word Count = up to 275)

B. Program Model

4. Please describe your organization's **proposed program model** and supports for families. Include the name of any proposed curriculum, as applicable. See page 8 of the RFP for more information on scope of work requirements. (Word Count = up to 1200)

Note: specific questions regarding the frequency of services, number of participants, focus population and geographic location are included in separate questions of this survey. You may, but do not need to repeat that information here.

5. Please select one of the following:

- Funding from this RFP will be utilized to enhance or complement an existing

program.

- Funding from this RFP will be utilized to pilot a new/emerging program.

6. **Why** has your organization chosen to provide this program model/services? *(Word Count = up to 500)*

Please include:

- Your **organization's experience** with this particular or similar program model(s).
- How the program model/services **address critical gaps** in direct services/support for families raising young children in Fresno County.

7. Approximately **how many children, parents/caregivers and families** do you anticipate supporting through this RFP on an annual basis? *(Word Count = up to 50)*

8. Based on the program/services proposed, please describe the **location and frequency** of services for those participating in the program/services. *(Word Count = up to 175)*

9. What is your **outreach and communications** approach for engaging families so they are aware of the program/services? *(Word Count = up to 250)*

10. How does and will your organization support **parent engagement** so that programs and services **reflect family voices and feedback**? *(Word Count = up to 275)*

C. Strengthening Families Protective Factors

11. Which **Strengthening Families Protective Factors**⁶ will your program specifically address? (See page 6 of the RFP for more information on protective factors). Select all that apply.

- Parental resilience**
Managing stress and functioning well when faced with challenges, adversity and trauma.
- Social connections**
Positive relationships that provide emotional, informational, instrumental and spiritual support.
- Knowledge of parenting and child development**
Understanding child development and parenting strategies that support physical, cognitive, language, social and emotional development.
- Concrete support in times of need**
Access to concrete support and services that address a family's needs and help minimize stress caused by challenges.
- Social and emotional competence of children**

⁶ <https://cssp.org/resource/about-strengthening-families-and-the-protective-factors-framework/>

Family and child interactions that help children develop the ability to communicate clearly, recognize and regulate their emotions and establish and maintain relationships.⁷

12. For the protective factors selected in Question 11 above, please briefly describe how the program/services you are proposing to provide will address each factor. (Word Count = up to 500)

D. Program Staff Qualifications

13. Please describe the **qualifications, cultural, linguistic, and overall diversity** of your organization's personnel (particularly related to the focus population). Please include the personnel positions and roles supporting the proposed program/services.

If personnel are not reflective of the focus population please share the experience and resources your organization will bring to ensure the program is rooted in the diversity of participating families. (Word Count = up to 750)

14. How does your organization currently support/will support existing and new personnel with **training/development** related to equity, inclusion, early childhood development, family strengthening and trauma-informed care? (Word Count = up to 175)

E. Evaluation

15. Please share how you will evaluate the effectiveness of the proposed program/services (e.g. outcomes for, impacts on and experiences of participating families)? (Word Count = up to 450)

F. Partnerships

16. Please describe how your organization does/intends to partner/collaborate with other community agencies to support families participating in the proposed program/services. (Word Count = up to 250)

G. Timeline

17. Provide an estimated timeline for the planning and implementation of the service(s). (Word Count = up to 500)

SECTION 3: BUDGET

A. Budget Questions

1. Enter the total **two-year amount** of First 5 Fresno funding you are requesting under this RFP.
2. Enter the total **two-year amount** of **Other Funding** your organization will contribute to the program/services proposed in this RFP (i.e. in-kind, leveraging, cash contribution, program income, other funding, etc.).
3. Please list the **sources of the Other Funding** listed in question 2. (i.e. in-kind,

⁷ <https://cssp.org/resource/about-strengthening-families-and-the-protective-factors-framework/>

CalAIM, funds from Fresno County departments, philanthropic funding, etc.). Please be as specific as possible.

B. Budget Upload

4. Please use the budget template and instructions in **Appendix B** to show how you propose to utilize the requested funding from this RFP. A fillable form of this Budget Template can be downloaded from our website at www.first5fresno.org/what-we-do/#funding-opportunities. Organizations may submit their own budget template instead of using First 5 Fresno's budget template. If another budget template is used, please be sure the primary information in First 5 Fresno's budget template is still included.

The following file types are supported: PDF, DOC, DOCX, PNG, JPG, JPEG.

File size limit is 16MB.

SECTION 4: OTHER

1. Please use this section to add any additional information we may not have asked above, but is important to understanding your RFP submission.
(Word Count = up to 300)

SECTION 5: AUTHORIZATION

“I certify that the information contained in this submission is true and accurate to the best of my knowledge and belief. I further certify that this proposal is submitted with the full knowledge and endorsement of the governing board/leadership of this organization, if applicable, which is empowered to enforce compliance with all contract conditions. I understand that this submission will remain valid for a period of no less than 180 days from the date of submittal.”

1. Name and Title of Representative authorizing the submission of this proposal

APPENDIX B – BUDGET TEMPLATE

Strengthening Protective Factors for Families RFP

INSTRUCTIONS

Complete the following **three tables** (**Table 1: Two-Year Budget Summary**, **Table 2: Year 1 Program Budget** and **Table 3: Year 2 Program Budget**) with annual dollar amounts **for each table**. A **fillable form** of this Budget Template can be downloaded from our website at www.first5fresno.org/what-we-do/#funding-opportunities. **Or you may submit your own budget template instead of using the fillable form.** *If you do so, please be sure the primary information below is still included.* Once completed, budgets are to be submitted along with the rest of the requested information in RFP Appendix A using the **Survey Monkey link** on page 10 of the RFP.

Please use the provided categories to capture the requested funding from this RFP and the amount your organization will contribute. For budget line item definitions (including **Other Funding**) see page 15 of the First 5 Fresno Funded Partner Manual at <https://first5fresno.org/wp-content/uploads/2023/06/First-5-Fresno-County-Funded-Partner-Manual-August-2025-FINAL.pdf>.

Budget line-item definitions are also listed below.

A scope of work and budget will be finalized between First 5 Fresno and your organization if you are recommended for funding.

Table 1: Two-Year Budget Summary

	First 5 Fresno Budget Request The amount you are requesting	Other Funding The amount your organization will contribute to this program
Year 1 Total:	\$	\$
Year 2 Total:	\$	\$
Total Two-Year Program Budget:	\$	\$

Table 2: Year 1 Program Budget

(July 1, 2026 – June 30, 2027)

Category	Year 1 First 5 Fresno Budget Request The amount you are requesting	Year 1 Other Funding The amount your organization will contribute to this program
Personnel: <i>Salaries, benefits, taxes</i>	\$ <i>Brief narrative to describe costs:</i>	\$ <i>Brief narrative to describe costs:</i>
Operating Expenses: <i>Facilities costs, operational/supplies, training/travel</i>	\$ <i>Brief narrative to describe costs:</i>	\$ <i>Brief narrative to describe costs:</i>
Program Expenses: <i>Materials and supplies</i>	\$ <i>Brief narrative to describe costs:</i>	\$ <i>Brief narrative to describe costs:</i>
Professional Services: <i>Professional and consultant services</i>	\$ <i>Brief narrative to describe costs:</i>	\$ <i>Brief narrative to describe costs:</i>
Other: <i>Equipment, misc.</i>	\$ <i>Brief narrative to describe costs:</i>	\$ <i>Brief narrative to describe costs:</i>
Indirect: <i>Not to exceed 15%</i>	\$	
Totals:	\$	\$
Total Year 1 Program Budget:		\$
List the funding source/s for Other Funding (i.e. in-kind, leverage, cash match):		

Table 3: Year 2 Program Budget

(July 1, 2027 – June 30, 2028)

Category	Year 2 First 5 Fresno Budget Request The amount you are requesting	Year 2 Other Funding The amount your organization will contribute to this program
Personnel: Salaries, benefits, taxes	\$ <i>Brief narrative to describe costs:</i>	\$ <i>Brief narrative to describe costs:</i>
Operating Expenses: Facilities costs, operational/supplies, training/travel	\$ <i>Brief narrative to describe costs:</i>	\$ <i>Brief narrative to describe costs:</i>
Program Expenses: Materials and supplies	\$ <i>Brief narrative to describe costs:</i>	\$ <i>Brief narrative to describe costs:</i>
Professional Services: Professional and consultant services	\$ <i>Brief narrative to describe costs:</i>	\$ <i>Brief narrative to describe costs:</i>
Other: Equipment, misc.	\$ <i>Brief narrative to describe costs:</i>	\$ <i>Brief narrative to describe costs:</i>
Indirect: Not to exceed 15%	\$	
Totals:	\$	\$
Total Year 2 Program Budget:		\$
List the funding source/s for Other Funding (i.e. in-kind, leverage, cash match):		

APPENDIX B – BUDGET TEMPLATE

First 5 Fresno County Budget Line-Item Definitions

Personnel

Salaries – First 5 Fresno Funded Partner staff positions that will be charged to the contract based on the percentage of time that the position is charged to the contract. Note: Personnel Full Time Equivalents (FTEs) of .05 or below are typically considered an indirect expense and not included in the Personnel line item of the funded partner's budget unless the budget is \$30,000 or below.

Benefits – Include medical, dental, vision, 401K, etc.

Taxes – Include FICA, SUI, FUI (if applicable), and worker's compensation

Operating Expenses

Facilities costs – Building rent, regular maintenance, utilities, and telephone expenses that are direct cost to the project.

Operational Supplies – Includes expenses such as leases, regular equipment maintenance, office supplies, printing, advertising, etc. that directly support the staff. Office furniture (e.g. desks, chairs, computer monitors, etc.) are typically considered equipment and not Operational Supplies unless otherwise specified in the approved contract budget.

Training/Travel – Includes local and out of town travel, and conferences. Travel costs are the expenses for transportation, lodging, and related items incurred by employees who are in travel status on official business of the organization. Travel costs are allowable when they are directly attributable to specific work under the First 5 Fresno contract.

Miscellaneous Charges – Bank charges, insurance, audit, etc.

Program Expenses

Materials and Supplies – Supplies used for participants to complete scope of work activities, transportation costs for participants, food for participants, etc.

Professional Services

Costs of professional and consultant services rendered by persons who are members of a particular profession or possess a special skill, and who are not officers or employees of the organization (i.e. subcontracts, agreements, etc.).

APPENDIX B – BUDGET TEMPLATE

First 5 Fresno County Budget Line Item Definitions (continued)

Equipment/Assets

Equipment/Asset is any non-consumable item having a useful life of more than one year and/or a purchase value or acquisition cost between \$500 and \$5,000 per item or in aggregate. Non-consumable items with a purchase value or acquisition cost equal to or more than \$5,001 per item or in aggregate, shall be considered a capital asset.

Indirect

Indirect costs refer to administrative costs and/or expenses that cannot be readily assigned to one specific program, one specific line item within a program, or those expenses that are purely administrative functions. Calculation: Indirect = (Program Totals – Equipment & Capital x Percentage of Indirect).

Other Funding

- *Leveraging* - Money that is leveraged/obtained due to Prop 10 funds.
- *In-kind* - Additional resources and/or dollars that are directly supporting the project at no cost to the project. Examples volunteers, donations, etc.
- *Cash Contribution* - Any cash contributed to the program.
- *Program Income* - Revenue generated by First 5 Fresno funds, example tuition.
- *Other Funding* - Any other funding that directly supports the program, example bond money.