



Request for Proposals

Growing Opportunities in Family Child Care (GOFCC) – Planning Period

Initial Award Period: March 4, 2022 to August 31, 2022

Issue Date: October 29, 2021

Letter of Intent Deadline: January 14, 2022

Proposal Submission Deadline: February 4, 2022

Technical Assistance Session 1: December 13, 2021 at 11:00 am – 12:00 pm

Conducted Via Zoom:

<https://us02web.zoom.us/j/89339778824?pwd=aml1TjVQcXNyYVpjeTJSMnNaUnBWdz09>

Meeting ID: 893 3977 8824

Passcode: 370056

Technical Assistance Session 2: December 17, 2021 at 8:30 – 9:30 am

Conducted Via Zoom:

<https://us02web.zoom.us/j/83263170839?pwd=ejJjWVNpY2hYUUA2bjBkVVExcXpMZz09>

Meeting ID: 832 6317 0839

Passcode: 797342

All questions, inquiries, and submissions are only accepted via email to:

GOFCC@marylandfamilynetwork.org

Timeline:

Issue Date: October 29, 2021

Deadline for Proposal Submissions: February 4, 2022

Awards Announcement: March 4, 2022

Award Period: March 4, 2022 to August 31, 2022

Terms

Selected organizations/agencies will enter into Contract Service Agreements with Maryland Family Network to provide the services as outlined in this request, the service agreement, and the agency submission. Contracts are expected to be awarded for March 4, 2022 through August 31, 2022. All awards are contingent on the availability of funds and performance of the grantees in line with specific goals and conditions.

A separate Request for Proposals will be issued on or around July 1, 2022 for proposals to implement the GOFCC project, with awards announced on or around September 1, 2022. Receipt of award through this RFP process does not guarantee receipt of future implementation grants.

Technical Assistance Sessions

Two technical assistance sessions will be held via Zoom. Questions may be submitted in advance to GOFCC@marylandfamilynetwork.org. The format of this session will be to clarify the overall intent of MFN in selecting grantees and to answer any questions interested agency representatives may have. Registration not required, click on session link below to join.

[Technical Assistance Session #1 will be Monday, December 13 at 11:00 a.m.](#)

[Technical Assistance Session #2 will be Friday, December 17 at 8:30 a.m.](#)

Letter of Intent

Agencies intending to submit a proposal are to complete the Letter of Intent by 6:00 pm EST Friday, January 14, 2022. [Submit Letter of Intent here.](#)

Submission Deadline

All submissions due by 6:00 pm EST, Friday February 4, 2022. Submissions will only be accepted via email to GOFCC@marylandfamilynetwork.org in the specified formats and naming conventions. Multiple emails may be sent if file size warrants.

Application Presentations

Agencies may be requested to provide an oral presentation to MFN utilizing the Zoom platform. If requested, these presentations will be scheduled for the week of February 14, 2022. As part of the proposal, agencies are to indicate availability for a presentation on the Doodle Poll – identify the agency, not the individual, in the Name area. Agencies may determine who will participate in the presentation. Please [indicate availability on this poll](#) no later than Friday, January 14, 2022.

Notifications

It is MFN's intention to notify all agencies of decisions on or before Friday, March 4, 2022.

Proposal Acceptance

MFN reserves the right to accept or reject any and all submissions received in response to this request, to waive or permit cure of minor irregularities, and to conduct discussions with prospective grantees in order to best serve the interests of the state and the early care and education community. Applicants may be asked to participate in a virtual meeting with MFN in order to clarify proposals.

The content of this Request for Proposals and the submissions by prospective agencies will be incorporated by reference into any resulting contract. In the event of a dispute or conflict in the terms of the documents, the order of precedence shall be: the contract service agreement, this RFP, and the agency proposal.

Purpose

The purpose of this request is to retain services from non-profit organizations, local government agencies, and other child and family focused organizations to participate in a planning period for the implementation of a family child care recruitment program modeled after/replicating the Growing Opportunities for Family Child Care (GOFCC). This program was initially implemented by the Montgomery County Department of Health and Human Services. Agencies will be selected to service a jurisdiction within Maryland, comprised of a single county, Office of Child Care licensing region, or combination of geographically connected counties. Awarded agencies must operate a Child Care Resource Center, funded by Maryland Family Network, or clearly demonstrate collaborative partnership and alignment with a Child Care Resource Center, per the legislative mandates.

Background

Family child care programs are an important component of the early care and education field in Maryland and nationally. These environments provide families with a nurturing and intimate setting which is developmentally appropriate for the care and education of young children. Data shows that families sometimes prefer these environments for their young children, and in some communities in Maryland, this is the most readily accessible and affordable option available to families.

For more than a decade, a statistically significant decline has been documented as family child care businesses close disproportionately to the center/group programs in the same communities. This has been a well-studied trend with regards to understanding why these providers are closing their businesses at higher rates than those opening. Additionally, the impact and fall-out caused by the COVID-19 pandemic has been catastrophic for child care industry, and most notably in the family child care field. Data is indicating that a record number of family child care programs have or will close as a result of the pandemic with no indication that a comparable number of programs will open in their place. This has led to the realization that new and innovative supports are needed in order to bolster an industry that is critical to children families, employers, and the economy.

The Montgomery County Child Care Resource and Referral Center (CCRC), a program of the Montgomery County Department of Health and Human Services, developed and implemented a program which provides targeted supports for individuals to open a registered (licensed) family child care program. This program provides access to the training, coaching, and necessary resources and supports for these businesses to not only open, but achieve quality standards as

measured by State and national initiatives. The program, called Growing Opportunities for Family Child Care (GOFCC), has proven over the last several years to be the most successful approach to supporting the growth and sustainability of the family child care field. In Montgomery County, this strategic initiative is intended to bring 50 new family child care providers through the licensing process to opening strong, sustainable, high quality child care programs. Of particular note, the Department used relevant Montgomery County data to inform recruitment efforts, which included:

- Data about high quality child care availability and the presence of child care deserts;
- The location of large employers and access to public transportation;
- Specific under-served populations (such as communities of immigrants in need of languages other than English); and
- The proliferation of unregulated/unlicensed care in specific areas of the county.

The success of this program spurred SB 711/HB 944 in the 2021 Maryland legislative session. This legislation was passed successfully and calls for the replication and expansion of GOFCC into other areas of Maryland in order to continue to further recruit and retain high quality family child care programs. The legislation directs the Maryland State Department of Education to provide a minimum of one hundred fifty thousand dollars (\$150,000.00) annually to a minimum of three jurisdictions to implement this program.

This Request for Proposals seeks to identify three or more jurisdictions to be awarded grants to engage in a planning year to design an implementation plan to replicate the core programming offered through GOFCC, tailored to meet the needs of the local communities. Each selected agency will be awarded seventy-five thousand dollars (\$75,000.00) for this planning period. It is strongly recommended, though not required, that a sponsoring agency secure an additional seventy-five thousand dollars (\$75,000.00) in matching funds or in-kind services to support this planning period.

Sponsoring agencies that receive the planning grant will be required to submit a proposal in response to the RFP to be released on or around July 1, 2022. This RFP will focus on the implementation of the GOFCC program by July 1, 2023 with an annual budget of one hundred fifty thousand dollars (\$150,000.00) per year for two years (FY 24 and FY 25) through this grant. It is strongly recommended, though not required, that a sponsoring agency secure an additional one hundred fifty thousand dollars (\$150,000.00) in matching funds. Each applicant is encouraged to raise matching funds in order to ensure comprehensive services are provided as well as to demonstrate local commitment to the program. Matching funds can be provided through in-kind donations and partnerships, as well as funds provided by the sponsoring agency through additional sources.

The planning period for the design and development of the local GOFCC will be March 4, 2022 to August 31, 2022. An RFP will be released in July 2022 for implementation, with the requirement that full implementation begin on or before June 30, 2023.

Goals and Core Values/Programming

The goals, core values, and programming requirements for GOFCC should be considered and incorporated into the planning goals as appropriate.

Goals:

- Increase the number of licensed family child care providers annually
 - o The annual goal is to be developed by each sponsoring agency; and
 - o The annual goal will be based on an analysis of local and State data pertaining to child care locations, deserts, and needs of communities.
- The program will provide potential family child care providers with access to high-quality, approved training which meets the regulatory licensure needs as outlined in COMAR.
- The program will provide potential family child care providers with coaching and mentoring services to support completing the Office of Child Care registration/licensure process.
- Recruitment of family child care providers will consider communities with family child care deserts.
- The training/professional development and coaching services will include supports for participation in the Maryland Child Care Credential and pursuit of accreditation.
- The training/professional development and coaching services will include an emphasis on business development and financial stability skills, strategies, tools, and resources to build a sustainable family child care business.
- The program will support providers in completing all paperwork to successfully participate in the Maryland Child Care Scholarship and Tiered Reimbursement programs.

Core Values/Program Elements

- Targeted recruitment informed by data and in non-traditional venues, languages other than English, or other foci as justified by local data;
- Collaboration with Office of Child Care Regional Licensing Office to facilitate the registration/licensure process;
- Partnership with regional Child Care Resource Center;
- Providers will participate in a professional cohort to help build collegial supports and a network within the local jurisdiction;
- Business training/coaching on marketing, enrollment, tuition collection, record keeping and tax preparation, and shared services;
- Support in participating in quality initiatives such as the Maryland Child Care Credential, Maryland EXCELS, accreditation, and others as identified by the sponsoring agency, MFN, or MSDE;
- Support in enrolling in Maryland Child Care Scholarship; and
- Ongoing coaching to support providers once opened.

Prioritization will be given for proposals that include:

- Targeting of jurisdictions with above average rates of poverty and unemployment;
- Collaboration with existing family child care providers during implementation of the program;
- Efforts to align and incorporate this project with other workforce development and/or small business owner or entrepreneurial professional development efforts;
- Provision of multilingual outreach and training options;
- Partnerships that will facilitate and add value to the work with groups that support small/women owned/minority businesses;
- Provision of financial incentives; and
- Matching funds and the support of local government.

Proposal Submission Requirements and Components:

Proposals should demonstrate a clear understanding of the planning needed to ultimately implement a GOFCC program within the indicated county, Office of Child Care licensing region, or combination of geographically connected counties.

Submissions must contain the following components in the format and naming convention specified:

1. Cover Letter
 - a. Objective: Introduce the organization/agency submitting the proposal, identification of and connections to the jurisdiction to be served by GOFCC, and other information relevant to understanding the agency and interest in operating GOFCC, including relevant experience in child care and early childhood initiatives.
 - b. File Type: PDF
 - c. File Name: 1. Cover Letter
 - d. Maximum Length: 2 pages
 - e. Format: On organization/agency letterhead with signature of agency representative; all formatting at organization/agency discretion
2. Proposal Narrative
 - a. Objective: Outline plan for operation of GOFCC. Provide detailed plans for achieving the goals and core values/program elements outlined above. Provide detailed rationale and justification with data about why your local jurisdiction needs GOFCC and would benefit from GOFCC, including ambitious targets for how many providers will be opened annually.
 - b. File Type: Microsoft Word or PDF
 - c. File Name: 2. Proposal Narrative
 - d. Maximum Length: Unspecified
 - e. Format: standard 8.5"x11" paper; 1" margins on all pages; portrait orientation; page numbers in bottom right corner; font: Calibri, 11 or 12-point
 - f. Order of Components:
 - i. Table of Contents
 - ii. Narrative
 - iii. Works Cited (if applicable)
3. Action Plan
 - a. Objective: Provide detailed plans for achieving the goals , to include any relevant timeline information.
 - b. File Type: Microsoft Word or PDF
 - c. File Name: 3. Action Plan
 - d. Maximum Length: Unspecified
 - e. Format: As provided by MFN and may not be modified
 - f. Notes:
 - i. Goals are developed by the sponsoring agency and should clearly indicate how the planning period will be utilized for successful implementation of GOFCC in the future.
 - ii. Completion dates for activities or goals should be indicated as appropriate.

- iii. Objectives are the outcomes anticipated for each year of the project and are directly related to a goal. Objectives may break the long-term goal into steps or address factors contributing to meeting the goal.
- iv. Strategies are the methods, procedures, and/or techniques employed to accomplish outcomes.
- v. Activities are specific steps taken to achieve objectives and goals and indicate the direct services provided to the clients.
- vi. The action plan will address March 4, 2022 through August 30, 2022.

4. Budget

- a. Objective: Provide expected spending projections and spending categories
- b. File Type: PDF
- c. File Name: 4. Budgets
- d. Maximum Length: Unspecified
- e. Format: As provided by MFN and may not be modified
- f. Fiscal Note 1: The limit for indirect cost charges is 10% of the total award. If an agency has a Negotiated Indirect Cost Rate Agreement or an Indirect Cost Letter that states the agency is able to charge more than 10% for indirect charges, this letter/agreement must be included and submitted as 4A Indirect Cost Rate Agreement.
- g. Fiscal Note 2: Appropriate use of funds includes Staffing costs; Contractual services; Materials and supplies; Office operations (i.e. lease of space, communications, etc.); and Office equipment (i.e. computers and copies used in standard office operations).
- h. Fiscal Note 3: Funds from this grant may not be used for: Supplanting existing services; Capital improvement; and Costs incurred prior to award of a contract.

5. Fiscal Match and Financial Sustainability

- a. Objective: Provide an explanation of how the applicant organization/agency will provide and/or seek additional financial resources to support the operation of the GOFCC project, which can include generated revenue, additional grants, or in-kind support which demonstrate financial sustainability of both the sponsoring agency and the
- b. File Type: Microsoft Word or PDF
- c. File Name: 5. Financial Sustainability
- d. Maximum Length: 3 pages
- e. Format: standard 8.5"x11" paper; 1" margins on all pages; portrait orientation; page numbers in bottom right corner; font: Calibri, 11 or 12-point
- f. Notes: for in-kind support, estimated or actual values must be assigned to each item

6. Grantee Information

- a. Objective: An organizational chart or outline to outline where the GOFCC operations fit within the organization/agency; outline should include positions (as appropriate)
- b. File Type: PDF
- c. File Name: 8. Organizational Chart
- d. Maximum Length: Not specified
- e. Format: Not specified

7. Grantee Financial Information

- a. Objective: Provide information pertaining to the financial health of the agency in the form of a *Single Audit and Internal Control* report performed by an external public accounting firm for FY20
- b. File Type: PDF
- c. File Name: 9. Financial Audit
- d. Maximum Length: Not specified
- e. Format: Not specified

8. Letters of Support and Commitment

- a. Objective: demonstrate community support from within the jurisdiction for the grantee to operate the GOFCC project
- b. File Type: PDF
- c. File Name: 10: Letters of Support
- d. Maximum Length: Not specified
- e. Format: Only 1 file for all letters to be submitted
- f. Notes: Organizations, agencies, partners, and stakeholders submitting letters to the sponsoring agency may outline either general support for the grantee to operate GOFCC/or a commitment to partner in supporting GOFCC with services, funds, staffing, etc. These can include local child care associations, local government departments and agencies, school systems, Judy Centers and Head Starts, individual child care providers, independent/community trainers, local elected officials, and others as identified by the sponsoring agency.

9. Proposed Staffing

- a. Objective: Provide abbreviated resumes or job description for each proposed staff member who will be supporting GOFCC
- b. File Type: PDF
- c. File Name: 11. Proposed Staffing
- d. Maximum Length: Not specified
- e. Format: Only 1 file for all resumes to be submitted
- f. Notes: Each staff resume is limited to a maximum of 2 pages to include all relevant experience and conferred degrees/certifications