



Request for Proposals

Growing Opportunities in Family Child Care (GOFCC) – Implementation Awards

Issue Date: June 1, 2022

Letter of Intent Deadline: July 1, 2022 by 6:00 pm EST

Presentation availability Deadline: July 1, 2022 by 6:00 pm EST

Proposal Submission Deadline: July 29, 2022 by 7:00 pm EST

Award Period: September 1, 2022 through August 31, 2024

Technical Assistance Session 1: July 7, 2022, 10:00 – 11:00 am EST

Join via Zoom Meeting

https://us02web.zoom.us/j/89683658230?pwd=f3DiTPRPPL_nkFD5yNtC572qV_3mN2.1

Meeting ID: 896 8365 8230

Passcode: 434924

Technical Assistance Session 2: July 21, 2022, 11:00 am – 12:00 pm EST

Join Zoom Meeting

<https://us02web.zoom.us/j/83007551214?pwd=TitzVDVOT3l1Ylg1aCs1MDI0MIJ4Zz09&from=addon>

Meeting ID: 830 0755 1214

Passcode: 377739

Submit Letter of Intent: <https://forms.gle/YYfbeV6LbJpEmQMx8>

Presentation Availability: <https://forms.gle/aNJ3SrAAZxo5tqUF7>

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

GOFCC@marylandfamilynetwork.org

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 September 1, 2022 through August 31, 2024. All awards are contingent on the availability of funds and performance of the grantees in line with specific goals and conditions.

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 Thursday, July, 7, 2022 at 10:00 am](#)

[Technical Assistance Session #2 will be Thursday, July 21, 2022 at 11:00 am](#)

Letter of Intent

Agencies intending to submit a proposal are to complete the Letter of Intent by 6:00 pm EST Friday, July 1, 2022. [Submit Letter of Intent here.](#)

Proposal Presentations

A component of all proposals is an oral presentation conducted by the agency for the purpose of presenting highlights and key components of the proposal to MFN as well as allow MFN to ask questions of the agency. Availability for presentations must be indicated by July 1, 2022 at 6:00 pm EST. [Submit availability here.](#) Confirmation of presentation date, time, and connection information will be sent via email and Outlook invitation by 5:00 pm EST on July 8, 2022. If an agency does not ultimately submit a proposal, the presentation will be cancelled.

The format and content of the presentation is at the agency's discretion. If there are specific questions from MFN and/or the review team, these will be submitted in advance to the agency.

Presentations should include:

- Overview of key personnel
- Highlights and key components of the implementation program

Time allocation will include 10 minutes for introductions of attendees; 30 minutes for agency presentation; 10 minutes for Q&A.

Submission Deadline

All submissions due by 7:00 pm EST, Friday, July 29, 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.

Notifications

It is MFN's intention to notify all agencies of decisions on or before Friday, August 26, 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.

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 the implementation of a family child care recruitment program modeled after the Growing Opportunities for Family Child Care (GOFCC) currently operating in 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 (MCCCRRC), 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 the inception of this program, 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.

Funding Terms

This Request for Proposals seeks to identify three or more jurisdictions to be awarded grants to implement a program modeled after the core programming offered through the Montgomery County GOFCC, tailored to meet the needs of the local communities. Each selected agency will be awarded one hundred fifty thousand dollars (\$150,000.00) for each year of the award; Year 1 is September 1, 2022 through August 31, 2023 and Year 2 is September 2023 through August 31, 2024.

Each sponsoring agency must demonstrate the ability to secure an additional one hundred fifty thousand dollars (\$150,000.00) in matching funds or in-kind services to support this planning period. 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.

Note: Agencies should indicate committed and pledged funds, as well as any potential funds. These matching contributions do not need to be secured at the time of the proposal.

Goals and Core Values/Programming

It is the intent that the Goals and Core Values outlines below are directly incorporated and evident in the Narrative and Action Plan submitted by the agency. Review and scoring of proposals will directly correlate to a clear programmatic approach which supports the local

community and meets these goals and outcomes. Collectively, these are the foundation of any accepted and successful program.

Additionally, the narrative should include a justification of the programmatic elements and structure which is directly supported by local and State data, stakeholder engagement, interviews and focus groups, and other elements indicative of targeted and strategic planning of support of the program design. Each agency should provide narrative which clearly demonstrates the analysis utilized in the development of the Action Plan, including programmatic choices, focal points, selected communities, and other considerations. The intent is for the agency to demonstrate what planning was conducted and how did this planning impact the final program design.

Goals:

- Significantly 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.
- Develop a sustainable program with an established procedure and process for:
 - o Recruitment of individuals to participate in the program;
 - o Completion of the licensure/registration process with the Office of Child Care;
 - This is an accelerated process as compared to an individual not participating in the program; and
 - Is a clear and established collaboration between the local licensing office and the agency.
 - o Completion of all training required by COMAR;
 - o Completion of any supplemental training;
 - o Creation/set-up of the home care environment;
 - o A coaching program which intentionally and clearly supports each of the above components; and
 - o Any other components of a successful GOFCC program.
- All training provided to GOFCC participants is free of charge.
- Recruitment of family child care providers will consider communities with family child care deserts;
- The training/professional development and coaching services will include supports and pathways for participation in the Maryland Child Care Credential, Maryland EXCELS, and the pursuit of accreditation;
- The training/professional development and coaching services will include supports for business development and financial stability skills, strategies, tools, and resources to build a sustainable family child care business; and
- 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.

Shared Services

In an effort to increase efficacy and efficiency of the implementation of the GOFCC programs, MFN will work collaboratively with selected agencies to secure shared services in support of these programs. These services and resources do not need to be included in the agency budget as MFN will cover these specific costs. These services may include, but are not limited to:

- Access to a GOFCC logo for use on marketing materials;
- Marketing campaigns in combination with agency plans;
- A dedicated space on the MFN website for recruitment and marketing efforts;
- Access to the TOT and a coaches learning community for the All Our Kin Family Child Care Business Training Series;
- Access to a Child Care Management Software program and company for each participant;
- Provision of program “graduates” with a laptop and printer/scanner;
- A single membership for each individual who completes the program to either a local family child care association, the Latino Child Care Association, the Maryland State

Family Child Care Association, the Family Child Care Alliance of Maryland, NAFCC or NAEYC; and

- Resource and material incentives for participants from participating education supply companies.

Collaboration

All selected agencies are expected to fully and actively participate in the collaborative process within the scope of this project. MFN will coordinate regular and ongoing meetings (see below for initial schedule) with individual agencies and collectively to support the sharing of information and learnings. Agencies are strongly encouraged to establish collaborative relationships with one another in support of developing and implementing strong, comprehensive, and efficient programs.

Program Meetings (which all selected agencies are expected to attend and participate in) have been scheduled and will be conducted on Zoom. Calendar invitations with connection information will be sent to agency representatives upon award announcements. Additional meetings will be scheduled in collaboration with all selected agencies.

- September 7, 2022 at 10:00 – 11:30 am
- October 12, 2022 at 10:00 – 11:30 am
- November 21, 2022 at 10:00 – 11:00 am
- December 22, 2022 at 10:00 – 11:30 am

Data Collection and Reporting

MFN will provide selected agencies with access to the data collection system and the necessary supports for agency staff and contractors to submit requested data. MFN and selected agencies will work collaboratively to identify data collection which appropriately and accurately demonstrates the success of the GOFCC program. MFN will modify the data collection system as needed and provide selected agencies with access to the reports as requested and needed.

Each selected agency will submit a narrative and action plan quarterly to MFN documenting actions and strategies implemented in support of achieving program goals. MFN will provide the format for these reports for selected agencies to submit according to the schedule below:

<u>Year 1</u>	<u>Report Due</u>
September – December 2022	January 9, 2023
January – March 2023	April 7, 2023
April – June 2023	July 7, 2023
July – August 2023	September 8, 2023

Year 2 Report Due Dates will be established in July 2023 for the following year

Proposal Submission Requirements and Components:

Proposals should demonstrate a clear understanding of the goals and objectives of implementing 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 the 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 actions and strategies for successful implementation of GOFCC in Year 1.
- ii. The action plan Year 1 dates are September 1, 2022 through August 31, 2023.
- iii. Year 2 Action Plans will be requested at a later date as part of the award renewal process.
- iv. Completion dates for activities or goals should be indicated as appropriate.
- v. 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.
- vi. Strategies are the methods, procedures, and/or techniques employed to accomplish outcomes.
- vii. Activities are specific steps taken to achieve objectives and goals and indicate the direct services provided to the clients.

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 *4. 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 the sponsoring agency.
- 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 indicate where the GOFCC operations fit within the organization/agency; outline should include staff positions and contractors/consultants (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 FY21
 - b. File Type: PDF
 - c. File Name: 9. Financial Audit
 - d. Maximum Length: Not specified
 - e. Format: Not specified
 - f. Note: If the agency directly operates a child care resource center, this is not required.
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 or consultant/contractor (as known) 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