



Request for Applications:

North Carolina Essentials for Childhood Partners

Deadline: July 1, 2021

North Carolina Institute of Medicine
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Overview

The Division of Public Health (DPH), under the North Carolina Department of Health and Human Services (NCDHHS), has been funded by the U.S. Centers for Disease Control and Prevention (CDC) to develop and implement a public health framework for child maltreatment prevention since 2013. As a partner in this initiative, the North Carolina Institute of Medicine (NCIOM) convened the Task Force on Essentials for Childhood in 2014 – 2015, which issued recommendations to stakeholders in four areas with the goal of ensuring safe, stable, and nurturing relationships and environments to strengthen families and prevent child maltreatment. Since 2016, the NCIOM has served as the backbone organization to support the implementation of the 2015 task force recommendations by coordinating aligned work across subcontractors/partners, convening a series of workgroups, and participating in several other statewide initiatives to ensure that the recommendations are included in new and ongoing work.

In 2019, the North Carolina Essentials for Childhood project announced a new focus on strategies addressing social norms change and economic supports for families (specifically centered around family-friendly workplace policies). North Carolina Essentials for Childhood remains committed to these strategies as we move into Year 4 of 5 of the project in September 2021. In partnership with an expert selection committee, North Carolina Essentials for Childhood also emphasizes the importance of working with subcontractors/partners invested in equity and addressing health disparities, data development and accessibility, and the inclusion of people with lived experience in processes and activities.

With this application process (“RFA”), we plan to award approximately \$25,000 – 50,000 in funding per award to support 4 – 5 subcontractors/partners for the upcoming year of the project, which begins on September 1, 2021 and extends through August 31, 2022. It is important to note that funding may not be used for research, and is intended to support subcontractors/partners in implementing primary prevention strategies.

Expectations and Results

Our Objective

The NCIOM aims to support subcontractors/partners engaged in activities to promote family-friendly workplace policies, social norms change, and economic supports for families by providing resources and opportunities to build effective partnerships as a neutral convener.

The NCIOM will provide backbone/intermediary support for the North Carolina Essentials for Childhood project. As such, the NCIOM will:

- ❖ Review performance of each subcontractor/partner and their development of plans;
- ❖ Report progress to NCDHHS/DPH per the terms of the contract;



- ❖ Review, approve, process, and pay invoices from each subcontractor/partner.
- ❖ Support North Carolina Essentials for Childhood communication strategies, including highlighting subcontractors/partner activities, research, and legislative updates;
- ❖ Identify and encourage connections between North Carolina Essentials for Childhood and Healthy North Carolina 2030, the Perinatal Health Strategic Plan, the Task Force on Serious Illness Care, Healthy Opportunities pilots, local government, and other health partners; and
- ❖ Convene and host learning collaborative events to connect and align subcontractors/partners with other partners to amplify the impact of shared activities.

Subcontractors/partners will:

- ❖ Implement processes and activities in alignment with strategies outlined in the scope of work submitted in response to this RFA and approved by the NCIOM and NCDHHS/DPH;
- ❖ Participate in four (4) quarterly meetings scheduled by the NCIOM and provide updates on funded work, other related work, and participate in discussions of potential areas of alignment with other subcontractors'/partners' work;
- ❖ Assist the NCIOM in identifying work to highlight in newsletters on a quarterly basis and support other communication strategies;
- ❖ Work with the North Carolina Essentials for Childhood project evaluator to determine outcomes, appropriate metrics to identify progress toward outcomes, and reporting methods;
- ❖ Submit progress reports on a quarterly and annual basis that include components specified by the NCIOM and the North Carolina Essentials for Childhood project evaluator; and
- ❖ Submit detailed expense reports on a quarterly basis that include components specified by the NCIOM.

Eligibility

This RFA is open to state agencies, state or private universities, or not-for-profit organizations with a current 501(c)(3) status with statewide reach and interested in improving child well-being and the primary prevention of child maltreatment through selected strategies and approaches outlined in the CDC Technical Package for Child Abuse and Neglect Prevention and the North Carolina Early Childhood Action Plan.

- ❖ This RFA is open to all 501(c)(3) nonprofit organizations located and licensed to conduct business in the state of North Carolina.



- ❖ Any tribal government, community-based, public or private nonprofit, tax-exempt organization (including faith-based), school system or local government agency that is duly incorporated and registered under North Carolina Statutes is eligible to apply.

Please note that all subcontracts will have an effective date of September 1, 2021 – August 31, 2022. Award recipients will be notified of their status by July 21, 2021. Alternate grant periods will not be considered.

Key Criteria

Applicants must be engaged in ongoing efforts to promote family-friendly workplace policies, social norms change, and/or economic supports for families with the potential to prevent child maltreatment and strengthen child and family well-being in North Carolina. The selection committee, convened by the NCIOM, will evaluate potential subcontractor/partner applications based on the applicant's alignment with the following criteria:

- ❖ (25 points) Applicant has a demonstrated commitment to using an equity lens in processes and activities, and/or addressing issues that disproportionately impact historically marginalized populations
- ❖ (25 points) Applicant has a demonstrated commitment to meaningful inclusion of people with relevant lived experience¹ in processes and activities
- ❖ (12.5 points) Applicant is engaged in and/or has a demonstrated commitment to improving work to collect, analyze, and/or disseminate data to contribute to a better understanding of health disparities, such as:
 - ❖ Data disaggregated by race/ethnicity and other demographic variables
 - ❖ Data related to outcomes
- ❖ (12.5 points) Applicant has a demonstrated capacity to amplify efforts to promote family-friendly workplace policies, social norms change, and/or economic supports for families through effective partnerships at the local, state, and/or national levels
- ❖ (25 points) Applicant has a demonstrated capacity to track and report performance measures related to the North Carolina Essentials for Childhood project on a quarterly and annual basis

¹ For the purposes of this document, *lived experience* is defined as “personal knowledge about the world gained through direct, first-hand involvement in events.”



Application Guidelines

Cover Sheet

Applicants must submit a cover sheet (**Form A**) that contains the following information:

1. Name of applicant organization
2. Employer Identification Number (EIN)
3. Address of organization
4. Website address of organization
5. Executive Director/CEO/President's name, title, phone number, and email address
6. Project Director's name, title, phone number, and email address
7. Two-sentence summary of proposed scope of work
8. Amount of funding requested (awards are expected to range from \$25,000 - \$50,000)
9. Total project budget, if the award would provide supplemental funding to a new or existing project
10. Total organizational budget
11. Date of application submission

Scope of Work (5 pages maximum)

Applicants must describe their scope of work, including the following elements using **Form B**:

1. Project Description (1 – 3 pages):
 - a. A brief statement about why the organization is interested in participating in the North Carolina Essentials for Childhood project and a description of the organization's track record for promoting family-friendly workplace policies, social norms change, and/or economic supports for families;
 - b. A description of the population(s) that will benefit from your work on the project, as well as how the project will support efforts to improve equity;
 - c. A description of the purpose of the funding request, including how the proposed project will support North Carolina Essentials for Childhood strategies; and



- d. A description of how the proposed project will build or utilize partnerships across the state to amplify the impact of North Carolina Essentials for Childhood strategies, including how the project will elevate the voices of people with lived experience in areas related to the North Carolina Essentials for Childhood project.
2. Progress Tracking and Reporting (1 – 2 pages):
 - a. A description of goals and objectives that the organization hopes to achieve as a result of the project; and
 - b. A description of the organization’s plan for measuring progress on this project, including relevant information on the organization’s capacity to do so on a quarterly and annual basis (please refer to the attached **Quarterly Progress Reporting Template**).

Proposed Budget

1. Complete the proposed budget (**Form C**)

Once the proposed budget (**Form C**) has been completed, provide:

2. Budget Narrative (1 page maximum)
 - a. A brief description of each line item in the proposed budget and how the costs were calculated (e.g., percentages of time allocated for specific positions, software costs including licenses purchased, meeting costs including meals, travel, etc.). The budget narrative must also clearly justify the need for each item and support the proposed activities and objectives outlined in the scope of work. Expenses that are shared across multiple programs/projects (rent, utilities, etc.) must be prorated for this project and the budget narrative must include detailed calculations to demonstrate how the organization prorates items.

Attachments (5 pages maximum)

1. Organizational budget;
2. Biographies of key project staff; and
3. Attachments that will help our selection committee in evaluating your application (optional).

Grantmaking Timeline

1. Request for applications released – June 1, 2021
2. Letter of intent due to the NCIOM – June 8, 2021
3. Proposals due to NCIOM – July 1, 2021



4. Final selection and notification of subcontractor/partner awards – July 21, 2021
5. Convening of selected subcontractor/partner organizations – August 2021
6. Subcontractor/partner contracts effective – September 1, 2021

Submission Guidelines

To submit an application, please include the following documents:

- ___ Cover sheet (Microsoft Word document provided – Form A)
- ___ Scope of work (Microsoft Word document – Form B)
- ___ Proposed budget (Microsoft Excel template provided – Form C)
- ___ Attachments

**Submit your application by July 1, 2021 5:00 EST to alison_miller@nciom.org.
Please contact alison_miller@nciom.org with any questions.**