

REQUEST FOR PROPOSALS

Family Resource Center Program Funds

APPLICATIONS DEADLINE: NOVEMBER 14, 2025, 5PM PDT

General Application Information:

1. To be considered, all sections of the application must be completed.
2. Completed applications should be submitted [here](#).
3. All applicants will be notified by March 1, 2026.

If you have any questions, please submit via email to: FRCgrants@First5Alameda.org

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1. KEY DATES

Date	Family Resource Center Program Funds & Facilities Interest RFP Activity	Instructions & Notes
September 29, 2025	RFP Released	Application available here .
October 16, 2025, 1pm	Virtual Information session	Register here for a live Zoom session to learn about the RFP, application and facilities interest form.
November 14, 2025, 5pm	Application Due	Late or incomplete applications will not be accepted
Early 2026	Facilities Funds Follow-up	Sites expressing interest in facilities funding will be contacted with the status of their request and information on next steps
February 2026	Recommended award recipients reviewed and approved by the First 5 Alameda County Commission	
February 2026	Awards announced and award recipients negotiate final scope of work and budgets with First 5 Alameda County staff	
March 1, 2026 – June 30, 2027	Initial Grant Term	Continued funding through June 2030 for grantees contingent on successful completion of contract deliverables

2. INTRODUCTION

First 5 Alameda County (First 5) is an independent public agency that funds, partners, administers, and advocates to create the conditions every child needs to be ready for kindergarten. Since 1998, First 5 has worked collaboratively with local systems to ensure that families with young children have access to the support, services, and opportunities they need to thrive. We build a better

future for young children through a broad network of community partnerships, investments in early care and education, support for families and providers, and the use of data to drive equity-centered action and advocacy and public systems.

Recent local voter-approved initiatives—such as the Oakland Children’s Initiative (Measure AA) and the Children’s Health and Child Care Initiative for Alameda County (Measure C)—are providing transformational opportunities to scale this work. These new resources present a critical moment to strengthen systems and address long-standing structural inequities impacting families and the early care and education workforce.

As part of the implementation of Measure C, First 5 is seeking proposals from eligible **Family Resource Centers to connect families to resources and improve system coordination**. Funding for **Family Resource Centers** is provided through Measure C. Interested applicants should review this Request for Proposals (RFP) for a menu of allowable program activities, eligibility requirements, application questions, and selection criteria.

Additionally, Family Resource Centers will be able to indicate if there are urgent health and safety facilities improvements needed at their site via the facilities interest form within the application. Family Resource Centers will be reviewed and selected to receive facilities improvements funds as part of a separate process.

3. BACKGROUND

Measure C was approved by Alameda County voters on March 3, 2020, by a nearly 2:1 margin. Following a delay due to legal challenges, the California Supreme Court upheld the measure on April 24, 2024, allowing implementation to proceed. This 20-year ordinance supports child wellness, kindergarten readiness, and long-term school success through investments in early care and education access, provider wages, and the health care safety net.

Measure C presents a transformative opportunity for Alameda County’s families, child care providers, and communities to move toward a more equitable, coordinated system that promotes early learning, school readiness, and economic stability. It aims to build a skilled and supported workforce across the entire early care and education landscape.

Under Section 2.08.305 of the ordinance, First 5 is designated as the Administering Agency for the Child Care, Preschool, and Early Education Program. In June 2025, the First 5 Commission and the Alameda County Board of Supervisors approved the [Measure C Child Care, Preschool and Early Education Program Plan and Budget 2025–2030 \(5-Year Plan\)](#).

The 5-Year Plan was developed through a transparent, 10-month, facilitated, and participatory process that centered community voice and equity. It incorporates extensive input from families, child care providers, community members, and public partners, gathered through more than 63 hours of public meetings. In addition, surveys, focus groups, needs assessments, research reports, and data analytics were used to inform planning and program design. Throughout the process, the Measure C Community Advisory Council (CAC) provided ongoing input, helping to refine proposals and ensure alignment with both community priorities and the overarching goals of Measure C.

The 5-Year Plan identifies investments in 21 strategy areas organized under five overarching goals:

- Goal 1: Increasing Access to Child Care Services
- Goal 2: Recruiting, Retaining, and Supporting Early Educators
- Goal 3: Enhancing Child-Serving Spaces
- Goal 4: Accountability and Measuring Impact
- Goal 5: Effective Administration and System Improvements

First 5 is committed to being an equity-centered, anti-racist, and anti-classist organization. Our Place, People, Policy framework intentionally prioritizes our investments in communities that have experienced historic and systemic racism and disinvestment. Please see our [Equity Statement and Principles](#) for more information.

Project Overview

First 5 is launching a competitive procurement process to select Family Resource Centers to connect families and caregivers to resources (Strategy 1D in the 5-Year Plan).

The first Grant term for this programming will be March 2026-June 2027 with a 16-month funding amount of up to \$352,500. Subsequent 12-month grant awards: \$250,000 through the Measure C 5-Year plan.

Continuation of funding for organizations who successfully complete contract deliverables is anticipated through the duration of the Measure C 5-Year Plan, concluding in June 2030.

Grants will be awarded to up to four organizations in each of the five Alameda County Board of Supervisor Districts.

Organizations can apply for more than one Family Resource Center site.

Family serving shelters who provide programing for families and family navigation services are eligible for a different grant and will receive funds through a separate process. Shelters are not eligible for this funding opportunity and should apply [here](#) instead.

Eligibility Criteria

- Non-profit or public agency
- Provides ongoing, weekly programming for families/caregivers with children prenatal to 5 years old since July 2022
- Provides family navigation to families with children prenatal to 5 years old since July 2022

Funding Requirements and Details

- Funding may not be used to supplant other funds; must expand, enhance, or create services/programs benefiting children prenatal to 5 years old
- Agree to participate in grant reporting using First 5's Results Based Accountability framework
- Comply with First 5 communications, media, and press engagement requirements
- Comply with insurance requirements

4. SCOPE OF WORK AND REQUIREMENTS

Community partners are positioned to best understand families' needs. The activities below represent areas that have been identified as supports that families and community partners have consistently requested and are in line with the Measure C ordinance goals. This is not intended to be an exhaustive list, and other types of expenses will be considered.

Allowable activities for funded FRCs include:

- Providing basic needs for families (could include items like food, diapers and wipes, clothing, transportation, fees for obtaining new/replacement ID documents, security deposits (all or a portion), defray child care expenses, including respite care, car repairs)
- Providing enhanced referrals for families to child care and other basic resources, including additional family navigator positions
- Providing playgroup programming (could include paying access to local cultural institutions)
- Parent/caregiver programming engagement
- Providing Fatherhood programming/initiatives
- Expansion of community partnerships, including creating, expanding or enhancing community and neighborhood collaboratives
- Purchasing furniture/furnishings/equipment needed to conduct programming. These items should not require a contractor and would be limited to moveable/non-fixed items, i.e. rugs, tables, chairs, couches, air filters.
- Developing & participation in training, for both parents/caregivers and staff serving families with children 0-5

Communications, Media, and Press Engagement Requirements

First 5 is interested in how Measure C funds impact the community—both countywide and locally. Prior to communicating with public audiences about the contracted work, grantees will need to coordinate with First 5 on the communications strategy to ensure alignment with First 5's communication goals, plans, and First 5 and Measure C branding as well as seek First 5 approval of contract metrics, data, expenditures, or results to be publicly disclosed.

Accountability & Evaluation

First 5 applies a [Results Based Accountability \(RBA\)](#) framework to measure effectiveness and impact. Grantees will be expected to use this framework in developing and reporting on performance measures. Grantee performance measures will be chosen in partnership with First 5 during contract negotiation and will be drawn from the Scope of Work outlined in the contract. Performance measures may be requested at varying levels of granularity, including individual-level data reporting. Sample RBA measures for this programming are included as Attachment 1. For more about First 5's RBA approach, please refer to our [strategic plan](#).

Measure C requires a Program Plan Evaluation during the implementation period of each Five-Year Plan and prior to the development of a new Plan. (Section 2.08.307(D)). First 5 Alameda County has engaged American Institutes for Research (AIR) to consult, scope, and design a comprehensive evaluation of Measure C. With input from the Community Advisory Committee, AIR

will examine the effectiveness of the current 5-year cycle of investments and to inform the next 5-year plan. The CONTRACTOR/ Grant-making partner is expected to participate in the third-party evaluation as required by First 5 Alameda. This evaluation may assess the effectiveness, impact, and compliance of the services provided under this agreement and the larger Measure C investments.

5. TIMELINE AND FUNDING

First 5 anticipates awarding contracts in March 2026, with onboarding beginning shortly thereafter. The award will span March 2026 - June 2027, with anticipated continuation of funding for organizations who successfully complete contract deliverables through the duration of the Measure C 5-Year Plan, concluding in June 2030.

Progress will be reviewed at regular intervals to ensure the program remains aligned with community needs, Measure C goals, and equity commitments. Contract renewals and future-year allocations will be contingent on performance and continued availability of funds.

Contract Requirements and Qualifications

Family Resource Centers will assign a designated lead individual or small team to serve as the primary point of contact for First 5 and other partners. This team will be responsible for day-to-day project management and coordination of all contract activities.

Travel

It is expected that the contractor will provide agency automobile insurance coverage or require individual staff members to maintain valid automobile insurance coverage, as appropriate for any travel associated with the project.

Meeting Requirements

Key staff assigned to the project will participate in First 5 meetings as required to provide an overview of organizational priorities, Measure C objectives, and expectations for collaboration.

The contractor's lead staff will meet with First 5 staff on an approximately quarterly basis (with more frequent meetings anticipated during the beginning of the contract). Additional meetings with the Community Advisory Council (CAC) and other relevant groups will be scheduled as needed to support program development and implementation.

Oversight

Ongoing contract oversight will be conducted by First 5 staff. This includes regular check-ins, performance monitoring, and collaboration to ensure successful execution of the contract and alignment with Measure C goals.

Applicants may propose subcontractors to support specific components of the work, such as outreach or training. All subcontracting relationships must be:

- Negotiated prior to the start of the contract
- Approved in writing by First 5

6. APPLICATION & PROGRAM BUDGET INSTRUCTIONS

Interested Family Resource Centers will submit their responses to the application questions and program budget [here](#).

For your reference, a copy of the application questions is Attachment 2, and a copy of the budget proposal form is Attachment 3 of this RFP.

Please note: In order to make the process as easy as possible for applicants, we have not placed word limits on the narrative questions.

Budget Expectations

First 5 will evaluate budget proposals based on reasonableness, clarity, and cost-effectiveness in relation to the scope of work.

Additionally, in the application, you will be asked to provide information about your organization's operating costs and funding sources. This information will be used to help to support your organization to leverage other available funds.

Additional Information Requested

The Family Resource Center Application includes both sections that are scored based on the criteria provided below and sections that will not be scored through this Request for Proposals process and are requested by First 5 Alameda County to assist with programmatic planning and other purposes. Even if you don't receive this grant, you could still be eligible for other kinds of support from First 5.

The unscored sections of the application include:

Facilities Grant Interest: Family Resource Centers will be able to indicate if there are urgent health and safety facilities improvements needed at their site. The selection process for Family Resource Centers to receive facilities improvements funds will follow a **separate administrative and selection process**, and more information is included in the application. Sites expressing interest in facilities funding will be contacted with the status of their request and information on next steps in early 2026.

Diaper Distribution: Family Resource Centers will be asked if they are currently distributing diapers or have interest in distributing diapers. This information will be used to help First 5 in continuing to support [diaper programming](#) in Alameda County.

Technical Assistance: Family Resource Centers will be asked to indicate if they anticipate needing technical assistance in implementing or expanding programming proposed in the application. Even if you don't receive this grant, you could still be eligible for other kinds of support from First 5.

Payment Terms

Payment structure will be finalized during contract negotiation, in alignment with the approved scope of work and budget.

7. SELECTION CRITERIA & SELECTION PROCESS

Selection Criteria

Applications will be reviewed using the scoring rubric in Attachment 4.

Selection Process

All applications will be reviewed by internal staff and an external community review panel committee. The community review panel will make a funding recommendation to First 5 leadership, who will provide a final recommendation to the First 5 Alameda County Commission at its February 2026 meeting. Grant awards are not final until approved by the Commission.

The top four applicants for each of the five Alameda County Board of Supervisor Districts will be funded, for a total of up to 20 awards for this opportunity.

8. OTHER INFORMATION

- 1) No response will be considered for award unless submitted in full, delivered on or before the date specified in this RFP.
- 2) Specifications are carefully prepared describing the services desired. An addendum will be issued to all applicants, if necessary, stating revisions, deletions, or additions to be made to the specifications.
- 3) First 5 reserves the right to cancel the RFP process at any time, for any reason, even after review of all the applications, and it is not responsible for any expenses incurred by an applicant in developing an application.
- 4) First 5 reserves the right to reduce, amend, and/or rescind this RFP at any time prior to final execution of the contract.
- 5) First 5 reserves the right to negotiate scope of work, budget, and costs with successful applicant. If negotiations fail to culminate in a contract, First 5 may select another applicant.
- 6) First 5 is under no obligation to award a contract to the applicant that presents the lowest cost or highest yield. Selection will be made based on overall evaluation of the application in the best interest of First 5 as determined by the review team, the Chief Executive Officer, and the Commission.
- 7) First 5 reserves the right to request clarification from any applicant on their application.
- 8) First 5 reserves the right to accept all or a portion of an application. First 5 reserves the right to waive any minor irregularities in an application. First 5 reserves the right to contract with more than one firm. All applications become the property of First 5.
- 9) All applications will remain confidential until a contract is negotiated. However, because First 5 is a public entity, all applications can become public after all successful contract negotiations.



- 10) First 5 shall require indemnification on behalf of itself and Alameda County entities with any agencies or individuals into which it enters into agreements. In addition, First 5 requires all agencies to provide evidence of both workers compensation and general liability insurance, with First 5 listed as additional insured.

Attachment 1: RBA Plan Template

Attachment 2: FRC Application Questions

Attachment 3: Budget template

Attachment 4: Scoring Rubric



ATTACHMENT 1

RESULTS BASED ACCOUNTABILITY (RBA) PLAN

Contractor:

Contract Term (Select 1)

Shelters: January 1, 2026 - June 30, 2027

Family Resource Centers: March 1, 2026 - June 30, 2027

First 5 Strategy: Measure C

Program: Family Resource Center/Shelter Programming

Program Specific Result 1			
Meet First 5 Grantee Requirements			
Funded Activity 1.A For FRCs only: Designate a staff person to enter all applicable programs and services into the online Early Childhood Resource Directory (alamedakids.org) and ensure data is up to date throughout the grant term.	Performance Measure 1.A.1 Programs and services entered into Alamedakids.org and kept updated YES/NO	Notes Instructions will be provided to grantee post-award	Periodicity of Reporting July 15, 2026 July 15, 2027

Program Specific Result 1 Meet First 5 Grantee Requirements			
Funded Activity 1.B For FRCs only: Provided Photos/Videos of programming/progress For Shelters only: Provided quotes and stories of programming/progress	Performance Measure 1.B.1 Materials shared with First5 YES/NO	Notes Not Applicable	Periodicity of Reporting July 15, 2026 July 15, 2027

Program Specific Result 2 Connected families/caregivers to resources and childcare			
Funded Activity 2.A Provide parent-child activities	Performance Measure 2.A.1 # of parent-child activities provided	Notes Please list title and dates of activities offered in the comments section of HIGH5	Periodicity of Reporting July 15, 2026 January 15, 2027 July 15, 2027
	Performance Measure 2.A.2 # of adult caregivers with children under 6 years attending parent-child activities (duplicated)	Notes Not applicable	Periodicity of Reporting July 15, 2026 January 15, 2027 July 15, 2027
	Performance Measure 2.A.3 # of adult caregivers with children under 6 years attending parent-child activities (unduplicated)	Notes Not applicable	Periodicity of Reporting July 15, 2026 January 15, 2027 July 15, 2027

Program Specific Result 2 Connected families/caregivers to resources and childcare			
	Performance Measure 2.A.4 # of children under 6 attending parent-child activities (duplicated)	Notes Not applicable	Periodicity of Reporting July 15, 2026 January 15, 2027 July 15, 2027
	Performance Measure 2.A.5 # of children under 6 attending parent-child activities (unduplicated)	Notes Not applicable	Periodicity of Reporting July 15, 2026 January 15, 2027 July 15, 2027
Funded Activity 2.B Provide parenting/parent leadership for parents only (e.g., Family Cafes, coffee times, leadership workshops, kindergarten info events, etc.) <i>Please report fathers groups separately below.</i>	Performance Measure 2.B.1 # of parenting/parent leadership activities provided	Notes Please list title and dates of parenting/parent leadership activities offered in the comments section of HIGH5 (List for July Reporting Only)	Periodicity of Reporting July 15, 2026 January 15, 2027 July 15, 2027
	Performance Measure 2.B.2 # of adult caregivers with children under 6 years attending parenting/parent leadership activities (duplicated)	Notes Not applicable	Periodicity of Reporting July 15, 2026 January 15, 2027 July 15, 2027
	Performance Measure 2.B.3 # of adult caregivers with children under 6 years attending parenting/parent leadership activities (unduplicated)	Notes Not applicable	Periodicity of Reporting July 15, 2026 January 15, 2027 July 15, 2027

Program Specific Result 2 Connected families/caregivers to resources and childcare			
Funded Activity 2.C Provide father groups	Performance Measure 2.C.1 # of father groups activities provided	Notes Please list title and dates of fathers group activities offered in the comments section of HIGH5 (List for July Reporting Only)	Periodicity of Reporting July 15, 2026 January 15, 2027 July 15, 2027
	Performance Measure 2.C.2 # of adult caregivers with children under 6 years attending father groups (duplicated)	Notes Not applicable	Periodicity of Reporting July 15, 2026 January 15, 2027 July 15, 2027
	Performance Measure 2.C.3 # of adult caregivers with children under 6 years attending father groups (unduplicated)	Notes Not applicable	Periodicity of Reporting July 15, 2026 January 15, 2027 July 15, 2027
Funded Activity 2.D Provide family navigation services	Performance Measure 2.D.1 # of families with children under 6 years receiving family navigation (unduplicated)	Notes Please include families who receive navigation to internal agency services/supports as well as external supports/services.	Periodicity of Reporting July 15, 2026 January 15, 2027 July 15, 2027
	Performance Measure 2.D.2 # out of # of families receiving family navigation services who are connected to at least one service or support	Notes Please include families who are connected to internal agency services/supports as well as to external supports/services.	Periodicity of Reporting July 15, 2026 January 15, 2027 July 15, 2027

Program Specific Result 2 Connected families/caregivers to resources and childcare			
	Performance Measure 2.D.3 # out of # of families receiving family navigation services who are connected to childcare	Notes Not Applicable	Periodicity of Reporting July 15, 2026 January 15, 2027 July 15, 2027
Funded Activity 2.E Provide basic needs support (e.g., food, diapers and wipes, clothing, cash, etc.)	Performance Measure 2.E.1 # of families with children under 6 years receiving basic needs support (unduplicated)	Notes Not applicable	Periodicity of Reporting July 15, 2026 January 15, 2027 July 15, 2027
	Performance Measure 2.E.2 # of basic need supplies distributed by type	Notes <u>Only</u> report if supplies were purchased with Measure C funding	Periodicity of Reporting July 15, 2026 January 15, 2027 July 15, 2027
Funded Activity 2.H Develop and/or participate in training, for both parents/caregivers and staff serving families with children 0-5	Performance Measure 2.F.1 # of staff participating in trainings (duplicated)	Notes Please provide list of trainings offered and date(s) offered here. (List for July Reporting Only)	Periodicity of Reporting July 15, 2026 January 15, 2027 July 15, 2027
	Performance Measure 2.F.2 # of staff participating in trainings (unduplicated)	Notes Not applicable	Periodicity of Reporting July 15, 2026 January 15, 2027 July 15, 2027
	Performance Measure 2.F.3 # of parents/caregivers participating in trainings (duplicated)	Notes Please provide list of trainings offered and date(s) offered here. (List for July Reporting Only)	Periodicity of Reporting July 15, 2026 January 15, 2027 July 15, 2027
	Performance Measure 2.F.3 # of parents/caregivers participating in trainings (unduplicated)	Notes Not applicable	Periodicity of Reporting July 15, 2026 January 15, 2027 July 15, 2027

Program Specific Result 3 Improved System Coordination			
Funded Activity 3.A Expanded community partnerships, including creating, expanding or enhancing community and neighborhood collaboratives	Performance Measure 3.A.1 # of system/community/ coalition building meetings/events held and description of them	Notes Please provide description and list of meetings offered and date(s) offered here. (List for July Reporting Only)	Periodicity of Reporting July 15, 2026 January 15, 2027 July 15, 2027
	Performance Measure 3.A.2 # of new or expanded partnerships	Notes Provide list of names of agencies that you have new or expanded partnerships with as a result of this activity, and a brief description of the partnership details.	Periodicity of Reporting July 15, 2026 July 15, 2027

Program Specific Result 4 Enhanced child serving spaces (community spaces)			
Funded Activity 4.A Enhance physical environment for families through new furniture/furnishings	Performance Measure 4.A.1 Dollar amount spent on new furniture/furnishings	Notes Not applicable	Periodicity of Reporting July 15, 2026 January 15, 2027 July 15, 2027
	Performance Measure 4.A.2 Provided list of new furniture/furnishings purchased YES/NO	Notes Please upload photos of furniture/furnishings if available.	

Program Specific Result 5 Tracking of unduplicated number of clients served and client demographics			
Funded Activity 5.A Track and report unduplicated number of clients (children by age, parents/caregivers, and providers) served for the year	Performance Measure 5.A.1. Submitted # of clients served for the year (children birth to two, children three to five, parents/caregivers, providers) to First 5 YES/NO	Notes Please use the HIGH5 Client Served Reporting module for reporting Note here any exceptions to tracking the number of clients served (e.g., for drop-in only or one time only events)*	Periodicity of Reporting July 15, 2026 January 15, 2027 July 15, 2027
Funded Activity 5.B Track and report race/ethnicity, primary language, gender, zip code of unduplicated children and/or parents/caregivers and providers served for the year	Performance Measure 5.B.1. Submitted demographics (race/ethnicity, primary language, gender of adults, residential zip code of children and/or parents/caregivers, and provider gender and workplace zip code) to First 5 (YES NO)	Notes Please use the HIGH5 Client Served Reporting module for reporting Note here any exceptions to tracking demographics (e.g., for drop in only or one time only events).*	Periodicity of Reporting July 15, 2026 January 15, 2027 July 15, 2027

* Demographics should be collected for all families actively engaged in the program. Please use the notes section of the RBA plan to identify when you collect demographic information on clients served. Demographics are typically not collected when clients infrequently attend drop-in sessions that do not use a curriculum (e.g., onetime events).

Additional Gift Card Guidelines

The following criteria is required if gift cards are purchased as incentives for families:

1. Recipient must certify via signature that they will use the gift card for the intended purpose.
 - i. Certification for families must include the following language:
 - a. *"By accepting and redeeming the included gift card, I certify that the funds will be used solely for basic needs"* (or enter other intended purpose.
2. Gift cards may not exceed \$100.00 per family

3. Prohibited vendors: Walmart and Visa or other credit card gift cards are prohibited.
4. Contractor must provide the following gift card documentation upon request:
 - a. The number of gift cards distributed per family and their intended purpose (e.g., 100 families received a gift card for educational needs);
 - b. A tracking spreadsheet reporting the total amount and number of gift cards purchased and distributed and the vendor(s) used

ATTACHMENT 2

(This is a copy of the application you will need to fill out [online](#). Please use this attachment as a tool to help you prepare your responses)

Measure C Family Resource Center (FRC) Program Application and Facilities Interest Form.

Before you start, make sure you have the following information ready:

Information on any urgent facilities needs, current programming, clients served, proposed programming, and proposed budget.

If you have any questions or need assistance, contact us at: FRCgrants@First5Alameda.org. We are available Monday-Friday, 9 am-5 pm.

Important:

- *Use this form to respond to the Family Resource Center (FRC) RFP and/or to express interest in facilities improvement for your FRC site.*
- *Organizations may apply for funding for more than one FRC site, but must submit a separate application for each site. Each application will be scored independently.*
- *In order to make the process as easy as possible for applicants, we have not placed word limits on the narrative questions.*
- *If you are a family serving shelter, this is not the right application for you. Family serving shelters are eligible for a different grant and should apply [here](#) instead.*

I. GENERAL INFORMATION

1. Organization Name
2. Organization Address
3. Organization Website
4. Family Resource Center Name
5. Family Resource Center Site Address
6. Name of main contact for application
7. Email address for main contact for application (ask twice for validation)
8. Phone number for main contact for application
9. How many children birth to age 5 were served by this FRC site in 2024?
10. How many parents and caregivers with children prenatal to age 5 were served by this FRC site in 2024?

II. ELIGIBILITY

Organizations must answer “Yes” to each of the questions below to be eligible for this funding opportunity.

11. Is your organization a non-profit (501c3) or public agency located in Alameda County?
12. Has your organization provided ongoing, weekly programming for families/caregivers with children prenatal to 5 years in Alameda County since July 2022?
13. Has your organization provided ongoing, weekly family navigation to families with children prenatal to 5 years in Alameda County since July 2022?

III. FACILITIES FUND INTEREST SECTION

By answering the questions below, you consent to the collection, use, and sharing of the information provided with First 5's partner, the Low Income Investment Fund (LIIF), herein for the purpose of administering facilities funding. Your information will not be shared with unauthorized third parties without your explicit consent. If you have any questions about how your information is used, please contact us at FRCgrants@first5alameda.org.

14. **Does your site have an urgent facilities need?** Urgent facilities needs may include repairs that must be carried out immediately to prevent disruption to operations or to avoid potential threats to service. These situations require prompt attention to ensure the continued safety and functionality of the facility.
15. What is the current condition of the spaces where children are cared for, or play in your facility?
 - Spaces are safe and in good condition
 - Spaces are functional but need updates (e.g., old flooring, better lighting)
 - Spaces have safety or health concerns (e.g., leaks, mold, broken fixtures)
 - Spaces are inadequate or missing (e.g., no dedicated child-friendly activity areas)
 - Other (please describe): _____
16. In the past 12 months, have you had to limit or adjust programming for children and families due to facility limitations?
 - Yes
 - No
 - Not sure
17. What are your most urgent facility-related needs for child-focused areas?
(Select up to 3)
 - Health and Safety (childproofing, plumbing issues, water intrusion, mold, broken fixtures)
 - Activity and learning areas (dedicated spaces for children's programs, family workshops, quiet/reading areas)
 - Bathroom or hygiene access for children (child-friendly bathrooms, sinks, diaper-changing areas)
 - Ventilation and light (HVAC, windows, natural light, air circulation)
 - Outdoor Space (safe play areas, fencing, shade, drainage)
 - Structural repairs (roof, flooring, HVAC, paint, etc.)

- Accessibility (ADA compliance for family spaces)
- Storage and Functionality (dedicated space for child and program-related supplies, not furniture storage)
- Other

17a. If Other is selected, (please describe): _____

18. What facilities upgrades would make the biggest difference in how you support families with children prenatal to 5 years old?

19. Would you like to apply for Family Resource Center Program funding?

IV. FAMILY RESOURCE CENTER PROGRAMMING APPLICATION: POPULATIONS AND COMMUNITIES/NEIGHBORHOODS SERVED/TO BE SERVED

20. Please describe the families **currently** served by your FRC. Please include specific populations such as low-income families, English Language Learners (include languages spoken), children with special needs, fathers, CalWORKs families, foster children, housing insecure families.
21. Please describe the *additional* families **you plan to serve** with this grant. Please include specific populations such as low-income families, English Language Learners (include languages spoken), children with special needs, fathers, CalWORKs families, foster children, housing insecure families.
22. Please describe the communities and neighborhoods you serve, including proximity to schools, parks, libraries, and other community resources.
23. For families you plan to serve, please tell us the zip codes where families reside.

V. CONNECTING FAMILIES AND CAREGIVERS TO RESOURCES AND CHILD CARE

24. Please select the activities your FRC is currently offering:
 - Basic needs for families (could include items like food, diapers and wipes, clothing, transportation, fees for obtaining new/replacement ID documents, security deposits (all or a portion), defray child care expenses, including respite care, car repairs)
 - Referrals for families to child care, and other basic resources
 - Playgroup or other enrichment activities (both parent-caregiver and child(ren) served)
 - Parent/caregiver engagement (only parents/caregivers served)
 - Fatherhood programming/initiatives
 - Engaging in or convening in community partnerships and/or neighborhood collaboratives
 - Training for both parents/caregivers and staff serving families with children 0-5
25. For each area you selected above, please briefly describe the services currently offered.
26. Please select the **NEW OR ENHANCED** activities your FRC would like to offer using this funding:
 - Basic needs for families (could include items like food, diapers, wipes, clothing, transportation, fees for obtaining new/replacement ID documents, security deposits (all or a portion), defray child care expenses, including respite care, car repairs)
 - Enhanced referrals for families to child care, and other basic resources
 - Playgroup or other enrichment activities (both parent-caregiver and child(ren) served)

- Parent/caregiver engagement (only parents/caregivers served)
- Fatherhood programming/initiatives
- Expanded community partnerships, including creating, expanding or enhancing community and neighborhood collaboratives
- Purchase of furniture/furnishings/equipment needed to conduct programming. These items should not require a contractor and would be limited to moveable/non-fixed items (i.e. rugs, tables, chairs, couches, air filters, etc.)
- Development & participation in training, for both parents/caregivers and staff serving families with children 0-5

27. For each activity you selected above, please briefly describe the new or enhanced activities your FRC would like to offer.

28. For any activity you have not previously offered, please describe how your staff/agency's experience will allow you to successfully offer this activity/service.

29. How do you ensure programming is aligned to what families in your community need?

30. Tell us how you ensure quality family navigation and follow-up.

31. Which complementary services are either co-located at your site or easily accessible to the families you serve?

32. Please describe how families benefit from your current partnerships and/or collaboratives with other organizations

VI. ESTIMATED INDIVIDUALS SERVED

33. Tell us the estimated number of children birth to 5 years old to be served with these funds annually

34. Tell us the estimated number of parents/caregivers with children prenatal to 5 years old to be served with these funds annually

35. Tell us the estimated number of staff to be served with these funds (i.e. via trainings, professional development, recognition and other supports) annually

36. Please provide site's current annual funding source(s) and amounts

VII. The grant term for this proposal will be March 2026-June 2027 with 16-month funding amount of up to \$352,500. **BUDGET TEMPLATE**

VII. ADDITIONAL QUESTIONS (NOT INCLUDED IN SCORING)

This information is requested by First 5 Alameda County to assist with programmatic planning and increased systems building and systems coordination. Even if you don't receive this grant, you could still be eligible for other kinds of support from First 5.

37. Do you distribute diapers (Y/N) and if not, do you want to distribute diapers (Y/N)

38. Tell us about your experience referring families to child care

39. What areas of technical assistance would be helpful to receive from First 5 Alameda County?

- Referring families to child care

- Working with Family, Friend and Neighbor Providers
- Policy and Advocacy
- Data and Evaluation
- Staff Development
- Setting up trainings or workshops for Parents
- Implementing Father Friendly Principles and Programming
- Offering programming in multiple languages
- Child Development/Help Me Grow/Developmental Screenings
- Financial/Operations
- Other _____

AFTER APPLICATION/INTEREST FORM IS SUBMITTED:

Thank you for submitting your Family Resource Center (FRC) Program application and/or facilities interest response.

For FRC Program Applications: Your application will be reviewed, and you will be notified if your application is accepted in February 2026.

For FRC Facilities Interest: You will be contacted in early 2026 with the status of your interest form.

If you made a mistake in your application, do not submit a new application. Please email us to revise it at FRCgrants@First5Alameda.org.

If you are interested in updates about future funding opportunities, please sign up for our newsletter [here](#).



ATTACHMENT 3

Family Resource Center (FRC) Proposed BUDGET

Organization and/or Site Name: _____

BUDGET LINE ITEMS	Total Proposed Budget 3/1/26 - 6/30/27	Justification of Expense
PERSONNEL EXPENSES *for positions greater than 5% FTE		
<i>List position, FTE % on project, rate</i>		<i>Brief description of job responsibilities</i>
Total Salaries	-	
Personnel Benefits		
PERSONNEL EXPENSES SUBTOTAL	\$ -	
GENERAL EXPENSES		
Training		
Program Materials		
Printing		
Office Supplies		
Staff Travel		
Consulting Services		
<i>List hourly unit cost, # of hours, term</i>		
Evaluation		
Miscellaneous		
GENERAL EXPENSES SUBTOTAL	\$ -	

BUDGET LINE ITEMS	Total Proposed Budget 3/1/26 - 6/30/27	Justification of Expense
EQUIPMENT		
<i>Itemize equipment costs more than \$2,000</i>		
EQUIPMENT SUBTOTAL	\$ -	
SUBCONTRACTORS <i>Requires First 5 prior approval; List separately, if more than one subcontractor, and submit subcontractor's project budget</i>		
SUBCONTRACTORS SUBTOTAL	\$ -	
BASIC NEEDS EXPENSES		
BASIC NEEDS EXPENSES SUBTOTAL	\$ -	
SUBTOTAL OF DIRECT EXPENSES		
Sum of totals for Personnel, General, Equipment, Subcontractors and Other	\$ -	
ADMINISTRATIVE/INDIRECT COSTS		
Not to exceed 15% of Direct Costs		
TOTAL BUDGET	\$ -	Not to Exceed \$352,500



Budget Line Item Definitions & Guidelines

DESCRIPTION	DEFINITIONS & GUIDELINES
Salaries/Wages	This line item must identify each position, the salary/hourly rate, and percent of time (FTE) to be funded. Staff who work minimally at 5% FTE or less cannot be included as a direct expense.
Personnel Benefits	Express the benefits as a percentage of the aggregate salaries. Benefits cannot exceed those already established by the contractor prior to the award of the contract. Employer contributions or expenses for social security, life and health insurance plans, unemployment insurance, liability insurance and/or pension plans are allowable items.
Training	Training related to the implementation of the project must be identified, as related to staff specific activities.
Program Materials	Costs for materials that are essential to the provision of program services that are not considered training costs or general office supplies. Include itemized list and costs in explanation. Examples include purchase of program and outreach materials and incentives.
Copying/Printing	Costs associated with the printing of essential items for the program, such as brochures, flyers, and marketing materials. These materials must include the First 5 Alameda County branding/logo.
Office Supplies	Costs associated with office supplies, postage, and copying that are general to the operation of the program and not included in Training Costs or Program Materials.
Staff Travel	In-state travel for staff related to the administration of the project.
Evaluation	Costs associated with the evaluation of the funded program. This amount cannot exceed 5% of total direct costs.
Consulting Services	Consulting services are provided by individuals or organizations that are not employees of the applicant, and provide subject matter expertise. List each specific consultant, the proposed rate, number of hours and terms of service.
Equipment	Itemize equipment costs directly related to the project greater than \$2,000. For costs less than \$2,000, include the itemized cost in the relevant category.
Subcontractors	Subcontracted services are provided on a contractual basis by individuals or organizations that are not employees of the applicant, and perform a portion of the contractor's scope of work. List each specific subcontractor, the proposed subcontract rate, number of hours and terms of service. Prior approval of Subcontractor by First 5 Staff is required.
Basic Needs	Expenses may include essential items and services such as food, diapers and wipes, clothing, transportation, fees for obtaining new/replacement ID documents, security deposits (all or a portion), defray childcare expenses, including respite care, car repairs.
Miscellaneous / Other	Costs in excess of \$5,000 that are not general operating or program costs, but are related to program operations. Include itemized list and costs in explanation.
Administrative/ Indirect Costs	A 15% Administrative/Indirect cost line item can be included in contracts of \$150,000 annually or less and must be based on direct expenses. Contracts in excess of \$150,000 must identify the specific administrative line-items that will be charged to the contract for approval by First 5. Eligible line items include audit, bookkeeping/payroll/finance, computer information technology services, facilities/maintenance, insurance, utilities and personnel costs, including staff time who works minimally at 5% FTE or less. An approved Indirect Cost Rate Agreement may be submitted in lieu of itemization of administrative/indirect costs. Administrative/Indirect Costs cannot exceed 15%** of direct costs.

Attachment 4

Measure C Family Resource Center Programming Application Scoring Rubric

*** First 5 holds general authority and responsibility to assess allocation of funds across the county. Scoring is used as a guide, but not final decision.

Family Resource Center (FRC) Program Goal				
Connect families and caregivers to resources (Strategy 1D in the Measure C 5-Year Plan).				
Scoring Area & Associated Application Questions	FRC Programming Application Scoring Guidance			Max Points
Populations Served and Neighborhood Characteristics (Q. 20-23)	0-5 points – Not Sufficient <ul style="list-style-type: none"> Application does not specify demographics (e.g., languages spoken, race/ethnicity) and socioeconomic characteristics and the presence of families ages 0-5 	6-15 points - Strong <ul style="list-style-type: none"> Application specifies demographics (e.g., languages spoken, race/ethnicity) and socioeconomic characteristics and the presence of families ages 0-5 Site is in proximity to schools, parks, libraries, and other community resources 		15
	0-10 points – Not Sufficient <ul style="list-style-type: none"> Does not describe experience of staff/agency that helps them to offer new activities/services 	11-30 points - Average <ul style="list-style-type: none"> Plan for new activities/services does not provide compelling details 	31-40 points – Strong <ul style="list-style-type: none"> Staff have lived and professional skills, knowledge, and experiences that allow them to successfully offer 	
Demonstrated Effective Approach for Serving Families (Qs. 27, 28, 29, 30, 31, 32)				40

	<ul style="list-style-type: none"> • Family navigation process not described • Does not describe any complementary services available to families • Organization does not have any collaborations or partnerships 	<ul style="list-style-type: none"> • Family Navigation described, but does not include adequate details on ensuring successful connections or follow-up or working with specific populations • Complementary services are available, but not easily accessible to families • Organization lists collaborations or partnerships, but does not describe how they maintain relationships with other organizations 	<p>all activities proposed; or there is a compelling plan for hiring staff/developing infrastructure to offer new programming</p> <ul style="list-style-type: none"> • Organization clearly describes how they successfully connect families (via family navigation) to activities and services, including their methods for thoughtfully and successfully engaging with the specific populations they serve • Complementary services are either co-located on-site or easily accessible to the families served • Organization describes how they will ensure families and caregivers are connected to resources, including their method(s) of determining if families received services • Existing and proposed Family Resource Center structure includes collaboration with and leveraging existing resources to improve early childhood system 	
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			coordination for the benefit of families <ul style="list-style-type: none"> • Organization describes efforts to ensure ongoing impactful relationships with other community partners/resources 	
Demonstrated Priority/Need of Programing to Families Served (Q. 29)	0-10 points – Not Sufficient <ul style="list-style-type: none"> • Fails to demonstrate understanding of community priorities • Proposed services are not explicitly linked to a defined priority 	11-20 points – Average <ul style="list-style-type: none"> • Priority is described but evidence offered for the priority is incomplete or not specific to the community where services will be offered 	21-30 points - Strong <ul style="list-style-type: none"> • Clearly describes a priority for the proposed service that is specific to the community • Demonstrated continued feedback loops to inform program design and investments as demonstrated by providing description of needs assessments, surveys, focus groups, or any other data from advisory committees, community partnerships and/or other engagements 	30

Budget Form and Budget Justification (Qs 33, 34, 35, 36 + Budget form with justifications)	0-5 points – Not Sufficient <ul style="list-style-type: none">• Budget does not comply with application guidelines• Budget and justification do not provide sufficient detail about how funds will be used• Described activities and staffing are not supported by the budget• Budget is not accurate• Organization did not provide their current funding sources	6-10 points – Average <ul style="list-style-type: none">• Budget complies with application guidelines• Budget is accurate but not sufficiently detailed• Costs are not completely justified• Budget appears to support the activities and staffing as described• Organization did not clearly provide their current funding sources	11-15 points - Strong <ul style="list-style-type: none">• Detailed and realistic budget with sound use of funds• Funding request seems reasonable* given the number of clients and the intensity of services• Each line item is justified• Organization clearly provided their current funding sources (note: This information will be used to help to support organizations to leverage other available funds) <p>*A “reasonable” cost per client will vary by service model. For example, an intensive therapeutic intervention program will serve fewer clients than a program offering parenting classes for the same budget and both may be “reasonable”.</p>	15
	TOTAL POSSIBLE POINTS			100