

REQUEST FOR PROPOSALS

Provider Emergency Revolving Fund Grantmaking Partner

APPLICATIONS DEADLINE: OCTOBER 6, 2025, 5PM PDT

General Application Information:

1. To be considered, all sections of the application must be completed.
 2. Applicants are invited to attend an optional bidder's conference on **Tuesday, September 23, 2025, from 11am – 12pm PDT**. Please register here: [Meeting Registration - Zoom](#)
 3. Completed applications should be emailed to rfp-rfq@first5alameda.org
 4. Applications must be received by **October 6, 2025 at 5pm PDT**.
Applications must be emailed. WE WILL NOT ACCEPT FAXED OR MAILED COPIES.
 5. All applicants will be notified by October 31, 2025.
- If you have any questions, please contact First 5 via email at rfp-rfq@first5alameda.org.



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1. 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, advocacy, and public systems.

The Children's Health and Child Care Initiative for Alameda County (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.

As part of the implementation of Measure C, First 5 is seeking proposals from qualified entities to serve as the **Grantmaking Partner** for the **Provider Emergency Revolving Fund**. This entity will co-design and administer emergency grants for licensed child care providers—both Family Child Care (FCC) and centers—that are at risk of closure.

Interested applicants should review this Request for Proposals (RFP) for a detailed scope of work, eligibility requirements, application instructions, and selection criteria.

2. 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.

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 a qualified Grantmaking Partner to design and administer the **Provider Emergency Revolving Fund** (Strategy 2C in the 5-Year Plan). This Fund will provide emergency grants to Family Child Care (FCC) providers and centers at risk of closure. This initiative was established in direct response to a recommendation from the CAC to create a sustainable emergency safety net for Alameda County child care providers.

The Fund is budgeted at \$10 million for FY 2025–26, with the intention to sustain a \$10 million annual allocation in future years. Grant disbursements are expected to begin in early 2026.

The purpose of this RFP is to identify a qualified intermediary (Grantmaking Partner) to design and administer the Fund. The selected entity will collaborate with First 5 to finalize grant eligibility criteria and thresholds for identifying providers “at risk of closure.” The design will be informed by feedback from the community and must be approved by First 5.

Based on feedback from the CAC, the recommendation is that each grant amount be customized based on the applicant’s specific risk circumstances, operational costs, and program characteristics, rather than a flat-rate formula.

To ensure that support reaches those most in need, applicants must demonstrate they are at risk of closure due to an emergency. Proposed qualifying emergencies may include:

- Overdue rent, mortgage, auto, insurance, medical, or utility payments;
- Significant debt payments (credit card, loan, medical, etc.); and/or
- Other urgent liabilities jeopardizing continued operation.

The current recommendation is that the grants be open to all licensed FCC providers and centers in Alameda County that serve children from birth to age five, ensuring broad and equitable access to emergency support. To preserve long-term access and sustainability, providers may apply no more than once per calendar year. As part of the design process, the Grantmaking Partner is also expected to explore additional limitations—such as a potential lifetime cap on the number of awards per provider and the structural nature of each applicant’s emergency (i.e., whether the proposed use of funds will contribute to the provider’s long-term sustainability)—and propose a

comprehensive set of requirements that align with the Fund's goals.

3. SCOPE OF WORK AND REQUIREMENT

The selected contractor, under the direction of First 5, will design, launch, and manage the Provider Emergency Revolving Fund (Fund). Anticipated activities include but are not limited to:

Program Design Criteria & Requirements

Under the direction of First 5, design the program criteria and logistics based on feedback already gathered from providers and the Community Advisory Council (CAC). The Grantmaking Partner will:

- Finalize detailed grant eligibility criteria;
- Determine allowable uses for grant funds;
- Establish the methodology for determining grant amounts, including any caps on award size and limits on application frequency;
- Define clear thresholds for identifying providers "at risk of closure;"
- Develop a prioritization process to ensure equitable access and to direct funds to providers most in need, including those not otherwise eligible for Measure C, state, federal, or local funding;
- Develop and implement an equitable, transparent, and accessible application process;
- Define criteria for a provider's ability to sustain operations after disbursement of emergency funds;
- Coordinate with First 5 and other partners to identify and implement technical assistance to support the long-term business sustainability of the providers receiving grants; and
- Gather and analyze data on the grants, including trends, fund utilization, demographics of recipients, and the number of children served.
- Partner with First 5 to develop a focused feedback process on the draft program design requirements. This may include presentations to the CAC and/or the Alameda County Early Care & Education Planning Council before final approval.
- Ensure the criteria and processes are implemented with an equity and accessibility lens, accounting for geographic distribution and the diverse needs of Alameda County's child care providers.
- The Grantmaking Partner will develop and apply a transparent rubric or decision-making framework to prioritize awards, subject to First 5 approval. The rubric should explicitly incorporate equity considerations, such as geographic spread, provider type, language, and populations served, to ensure resources reach those most at risk.

Outreach, Application Management and Determinations, & Technical Assistance

- Coordinate with First 5 to develop and implement an outreach plan aligned with First 5's Measure C messaging to publicize the Fund countywide using culturally and linguistically responsive outreach strategies that promote equitable access and ensure providers are aware of the funding opportunity (see Equity and Language Access Expectations section for more information).
 - Outreach methods may include newsletters, social media, print media, radio, websites, one-on-one direct outreach, professional associations, and provider networks.

- First 5 will provide datasets on providers, their participation in Measure C funded activities, and other key metrics to inform application review and prioritization.
- Design and manage a streamlined, user-friendly application and intake process. Coordinate with First 5 to ensure integration with other Measure C funding portals and webpages.
 - Applications must be mobile-friendly, web-based, and include a paper option for providers with limited digital literacy or access (any physical applications must be added to the digital system in use).
 - All application materials should be translated and written at or below an 8th grade reading level (see Equity & Language Access Expectations section).
- The Grantmaking Partner will provide technical assistance to ensure equitable access to the application process. This includes helping providers with limited English proficiency, digital literacy, or access to technology to complete applications successfully.
- Apply the customized grant methodology to determine awards, considering:
 - Type and severity of the emergency
 - Operational and staffing costs
 - Provider characteristics (e.g., scale, setting)
 - Sustainability risks
 - Previously awarded public funds
- Prioritize funding for providers that are ineligible for other sources of financial support, including Measure C, state, federal, or local grants.
 - Coordinate with First 5 program staff to track and consider other Measure C funding awards.
 - Establish processes to refer applicants to the Early Childhood Facility Fund for facilities grants.
- Manage the full application lifecycle: review applications, confirm eligibility, determine award amounts, disburse funds, and maintain communication with all applicants and grantees.
- Establish and enforce conflict of interest protocols for the application and review process, requiring disclosure and recusal where conflicts exist.
- Post-award, the Grantmaking Partner will coordinate or provide technical assistance to support long-term provider sustainability (e.g., financial management, business planning, or linking to other resources). The scope and delivery method of this assistance will be defined in partnership with First 5.
- Iteratively refine program design and equity-focused outreach and support strategies based on data obtained through grantmaking and periodic applicant/provider surveys.

Data Collection, Sharing, and Privacy Protocols

The Grantmaking Partner will:

- Establish secure data-sharing processes with First 5, using one of the following methods (in order of preference):
 - Application Programming Interface (API) access to the Grantmaking Partner's application system
 - Direct (limited as necessary) access to the Grantmaking Partner's application system to extract approved data
 - Automated weekly data extracts from the Grantmaking Partner to First 5 (via secure file transfer protocol or encrypted file share such as Box/Dropbox)
- Establish data-sharing processes or platforms with First 5 to enable:

- Near-time (weekly) grant tracking and reporting
 - Cross-program integration and coordination across Measure C investments
- Securely manage personally Identifiable Information (PII) with strict access controls, limited only to staff with a demonstrated need-to-know.
- The Grantmaking Partner and First 5 will jointly define required data fields to support application monitoring, decision-making, and accountability, including a set of Results Based Accountability (RBA) measures (see Accountability & Evaluation section).
- Execute a formal Data Sharing Agreement governing privacy, security, and compliance with relevant state and federal data protection standards.

Communication & Appeals

- Maintain timely, clear, and respectful communication with all applicants and grantees throughout the application, award, and disbursement process.
- Ensure that all communication materials (e.g., award letters, denial notices, FAQs) are culturally and linguistically appropriate, accessible to providers with diverse backgrounds, and aligned with First 5 and Measure C branding (see Equity & Language Access Expectations section for more information).
- Develop and implement a formal appeals process that is:
 - Clearly outlined in the application materials;
 - Responsive to both denied applications and disputed award amounts; and
 - Designed to provide appellants with a fair and timely resolution.
- Report monthly to First 5 on the volume and outcomes of appeals to support transparency and continuous improvement.

Fund Disbursement & Financial Oversight

- Verify applicant-reported emergencies and financial risk through review of supporting documentation (e.g., overdue notices, debt statements) and follow-up as needed to confirm eligibility.
- Track and assess public funding previously awarded to applicants—including from Measure C, state, federal, and local sources—to inform equitable award decisions and avoid duplication.
- Disburse funds promptly and securely to approved providers, with systems in place to track, document, and reconcile all payments in alignment with First 5 financial reporting protocols.
 - Provide multiple payment options that meet providers' diverse needs.
- Monitor compliance with allowable uses of grant funds and provide grantees with clear guidance on eligible uses.
 - Implement post-award monitoring, such as reporting requirements or spot checks.
- Verify and monitor required awardee general liability insurance coverage for the duration of the grant term. Provide technical assistance or referrals for providers who need support in obtaining or updating insurance.
- Maintain internal financial controls and audit readiness, including periodic internal reviews, documentation, and reporting of all disbursements.

Equity & Language Access Expectations

- Grantmaking Partner will be required to translate outreach, application, and program materials and provide interpretation for application and technical assistance for providers

- directly or through subcontracted partners.
 - Contractors may be required to utilize vendors pre-approved through First 5's Vendor Pool with expertise in early care and education and familiarity with Alameda County's primary languages.
 - Priority languages include but are not limited to Spanish, Cantonese, Mandarin, Traditional Chinese (written), Mam, Vietnamese, Arabic, Hindi, Khmer, Tagalog, and Farsi.
 - First 5 will provide language guides to ensure consistency of terminology usage and will review final products before being sent out to the community to ensure consistency in language and accuracy in cultural tone.
- Ensure culturally and linguistically responsive outreach and engagement with providers across Alameda County. This includes:
 - Translating all key materials (e.g., outreach, application, award letters, appeals guidance) into priority languages;
 - Providing interpretation services or multilingual application and technical assistance support (e.g., phone, email, virtual office hours) to ensure equitable access to the Fund; and
 - Partnering with trusted messengers and community-based organizations to reach providers that may not be connected to formal systems or networks.
- Design and implement application and technical assistance processes that account for varying levels of digital access, literacy, and administrative capacity among FCCs and centers.
 - Materials should be written at or below an eighth grade reading level.
- Apply equity and accessibility lenses to all stages of Fund administration—from design and outreach to award determinations and post-awards monitoring, including:
 - Tracking demographic and geographic trends in applicant and awardee data;
 - Identifying and responding to disparities in the providers that apply, receive funding, or require additional support; and
 - Using feedback from FCC and center-based providers to improve practices over time.

Accountability & Evaluation

- Partner with First 5 to define a data collection strategy, including fiscal analysis, that supports both accountability and continuous improvement, ensuring that the Fund contributes to system learning and aligns with broader Measure C goals.
- Identify key data points to inform program performance, equity impact, and overall Measure C implementation.
 - First 5 applies a [Results Based Accountability \(RBA\)](#) framework to measure effectiveness and impact. The Grantmaking Partner will be expected to use this framework in developing and reporting on performance measures. For more about First 5's RBA approach, please refer to our [strategic plan](#).
- The Grantmaking Partner and First 5 will co-develop RBA measures for the Emergency Revolving Fund. These measures must support equity analysis and include disaggregation by race/ethnicity, language, provider type, and geography. Illustrative measures include:
 - Is anyone better off?
 - % of Revolving Fund grantees that report being able to remain open due to funding

- # of children age birth to five who were served by Revolving Fund grantees who reported being able to remain open due to funding, by race/ethnicity, language, and high-priority population
- How much did we do? How well did we do it?
 - # of Revolving Fund grant applications received, disaggregated (e.g., by type/reason, location, populations served, primary language)
 - % of Revolving Fund grant applicants that received technical assistance and the types of technical assistance provided
 - Average turnaround time between application and funds disbursement
- In partnership with First 5 during contract negotiation and drawn from the Scope of Work outlined in the contract, identify performance measures. Performance measures may be requested at varying levels of granularity, including individual-level data reporting.
- Produce quarterly reports that include:
 - Award distribution summaries;
 - Analytics on applications received, including types of emergencies reported and indicators of provider business sustainability;
 - Provider demographics and RBA outcomes;
 - Integrated analysis linking fiscal/budget data (e.g., award amounts, disbursement timelines, administrative costs) with program data (e.g., provider sustainability, number of children served, equity outcomes); and
 - Recommendations for program and system improvements based on trends and findings.
- Prepare a mid-year learning memo during the first year of implementation and then annually thereafter. This brief, reflective document should highlight emerging lessons, challenges, and equity implications to inform continuous improvement and guide adjustments to program design and implementation.

4. TIMELINE & FUNDING

First 5 anticipates awarding the contract in October 2025, with contract negotiations, onboarding, and planning activities beginning shortly thereafter. The initial award will cover a Phase 1 Planning Contract to finalize program criteria, processes, and infrastructure. Following successful completion of Phase 1, First 5 intends to execute an implementation contract for Phase 2 (Fund launch, administration, and ongoing management) informed by activities in the Phase 1 Planning Contract. The overall contract term is expected to extend through the duration of the Measure C 5-Year Plan, concluding in June 2030.

The contract activities will be sequenced in the following phased implementation timeline:

- **Phase 1: Grant Design and Implementation Planning (*Fall–Winter 2025*)**
The Grantmaking Partner will work with First 5 to finalize program design, eligibility criteria, administrative infrastructure, and data sharing agreements.
- **Phase 2: Grant Administration, Evaluation, and Refinement (*2026 – 2030*)**
 - **Fund Launch (*Early 2026*)**
The Fund will formally launch, and the Grantmaking Partner will begin accepting

applications, making award determinations, and disbursing funds to eligible providers.

- **Ongoing Administration (2026 – 2030)**

The Grantmaking Partner will oversee continued fund administration, compliance monitoring, data collection, reporting, and refinement of implementation practices.

The selected Grantmaking Partner will work in close collaboration with First 5 during each phase. 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.

5. CONTRACT REQUIREMENTS & QUALIFICATIONS

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

Contractors will have demonstrated expertise in:

- Engaging with child care providers and/or community groups, preferably in Alameda County, to inform systems or funding structures
- Knowledge of the child care field, including the operational, regulatory, and financial realities facing FCCs and centers
- Rapidly launching projects, including evidence of existing infrastructure, staffing, or partnerships that enable timely implementation
- Administering, disbursing, and tracking grant funding in a compliant and timely manner
- Reviewing applications and making funding determinations based on documented criteria and equitable practices
- Communicating effectively with grant applicants, including those seeking clarification or support throughout the application process
- Collecting, analyzing, and reporting data for internal use, external reporting, and audit purposes—including producing clear, actionable reports and presentations based on data insights
- Commitment to equity, including experience designing and/or delivering services that are linguistically and culturally responsive

Conflict of Interest

Applicants must disclose any real or perceived conflicts of interest, including financial relationships, advisory roles, or other affiliations that may affect impartiality in performing the responsibilities and duties required by this RFP.

The Grantmaking Partner will be required to develop and maintain conflict of interest policies covering its staff and subcontractors. These policies must be designed to protect the integrity of funding decisions and will be subject to review and approval by First 5.

Travel

The selected 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 onboarding sessions 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 monthly basis (with more frequent meetings anticipated during Phase 1 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.

Communications, Media, and Press Engagement Requirements

First 5 is interested in how Measure C funds impact the community—both countywide and locally. The contractor may be required to present updates, findings, or recommendations to First 5 governance bodies, the CAC, the Alameda County Early Care and Education Planning Council, and/or community stakeholders. The cadence and format of such presentations will be determined in collaboration with First 5.

Prior to communicating with public audiences about the contracted work, contractors will need to must coordinate with First 5 on the communications strategy to ensure alignment with First 5's communication goals, plans, messaging, and First 5 and Measure C branding, as well as seek First 5 approval of contract metrics, data, expenditures, and results to be publicly disclosed.

In addition, the selected contractor will need to discuss and seek authorization from First 5 prior to engaging with members of the press or media, or responding to inquiries from the press or media, regarding the contracted work.

Measure C Evaluation

The Grantmaking Partner is expected to participate in the Measure C third-party evaluation as required by First 5. This evaluation may assess the effectiveness, impact, and compliance of the services provided under the Grantmaking Partner contract and the larger Measure C investments. Participation includes, but is not limited to:

- Providing access to relevant program data, records, and documentation, including disaggregated data that may contain personally identifiable information (PII), in compliance with applicable privacy laws and regulations. The Grantmaking Partner acknowledges that a specific data-sharing agreement may be required to facilitate this process;
- Cooperating with evaluators in scheduling and attending interviews, site visits, and surveys as needed;
- Facilitating communication with program participants, stakeholders, and staff for evaluation purposes, when appropriate; and
- Implementing reasonable recommendations that result from the evaluation, as mutually agreed upon.

First 5 will ensure that the evaluation process is conducted with minimal disruption to operations and in accordance with all confidentiality and ethical standards.

Oversight

First 5 staff will provide ongoing contract oversight. This will include regular check-ins, performance monitoring, and collaboration to ensure successful execution of the contract and alignment with Measure C goals.

6. ELIGIBILITY & APPLICATION INSTRUCTIONS

Eligibility

Eligible applicants include nonprofit organizations, philanthropic institutions, public or governmental agencies, Community Development Financial Institutions (CDFIs), fiscally sponsored entities, and other qualified organizations with demonstrated experience in administering public or philanthropic grant programs.

Applicants must have the organizational capacity, qualified staff, and technical infrastructure necessary to carry out the full scope of work described in this RFP, including program design, grants administration, fiscal management, compliance, and reporting.

Applicants may propose subcontractors to support specific components of the work. All subcontracting relationships must be:

- Clearly described in the proposal;
- Negotiated prior to the start of the contract; and
- Approved in writing by First 5.

Application Instructions

Interested applicants should submit their qualifications using the format outlined below, not to exceed seven (7) pages (12-point font). Attachments such as staff resumes, references, work sample, and budget forms are not included in the page limit.

1) Understanding of Need (200 words or less)

Briefly describe the importance of an Emergency Revolving Fund for child care providers in Alameda County.

2) Qualifications & Experience (500 words or less)

Describe your organization's qualifications to administer this program, including experience with:

- Grantmaking or fund administration
- Community-centered design
- Equity-focused outreach and support
- Serving or partnering with child care providers (FCCs and centers)
- Work in high-need neighborhoods or with linguistically/culturally diverse communities
- Capacity to manage compliance, financial oversight, and data-sharing agreements

Please also reflect on your organization's approach to equity, including any identified internal gaps and steps taken to address them. Prior work in Alameda County is preferred but not required.

3) Proposed Approach (1,250 words or less)

Describe your proposed approach to designing and administering the Provider Emergency Revolving Fund. Applicants should structure this section to address key responsibility areas (e.g., program design, outreach, application management, fund disbursement, compliance, data reporting, evaluation). This should include:

- How you would structure the process to finalize the Fund criteria and requirements (e.g., eligibility criteria, “at risk” thresholds, grant methodology)
- How you would manage application intake, review, and decision-making
- Describe your current grantmaking tools, systems, and processes (e.g., grant management platforms, compliance protocols, financial tracking), and identify any anticipated needs or enhancements required to effectively administer this Fund in alignment with the guidelines of this RFP.
- How you would ensure access for all providers, including those with limited digital access or English proficiency
- Your approach to data collection, reporting, and transparency
- Your ability to comply with the data-sharing, technology, and reporting requirements
- Any additional services or supports your organization can provide to child care providers (e.g., technical assistance, training, peer learning, business planning supports) that would strengthen the effectiveness of the Fund
- Your collaboration approach with First 5 and other Measure C partners
- Your ability to quickly launch and implement this project, including existing infrastructure, staffing, or partnerships that would enable a timely rollout of the Fund
- Any innovative tools, practices, or frameworks your organization brings to this work

4) Evaluation (350 words or less)

Briefly describe how you will assess the effectiveness of the Fund, including provider impact, equitable access, and system learning. How do you conduct monitoring and use findings to inform continuous quality improvement? How will you disaggregate data to evaluate equity and inform improvements?

Other Required Information

1. **Client References** – Provide 3–5 client references, including contact information and a brief description of the services provided.
2. **Staff Resumes** – Include resumes for key staff who would be assigned to this project.
3. **Work Sample** – Provide one sample of a public-facing report or product related to grantmaking, child care, or emergency fund administration. The sample should demonstrate your organization’s role in managing, evaluating, or communicating about a funding program for child care providers or a similar audience.
 - a. Limit the sample to no more than 10 pages, or provide a link to a digital version.
4. **Conflict of Interest Disclosure** – Disclose any existing financial or advisory ties to child care programs.

7. PROJECT BUDGET

Budget Expectations

Applicants are encouraged to align their proposed budget with the implementation phases outlined in Section 4: Timeline and Funding. First 5 will evaluate cost proposals based on reasonableness, clarity, and cost-effectiveness in relation to the scope of work.

Phase 1: Design

Include costs related to:

- Program design and implementation planning
- Staffing and subcontractors
- Materials development, printing, and outreach activities
- Translation and interpretation costs
- First 5 may require use of approved vendors with expertise in early care and education and familiarity with Alameda County's primary languages.
- First 5 will provide meeting interpretation for First 5-organized meetings with the CAC, Alameda County Early Care and Education Planning Council, or local providers.

Phase 2: Launch and Ongoing Administration

Include a preliminary budget framework for costs related to:

- Ongoing application and intake
- Grant processing, grant management technology/platform costs, and communication with providers
- Technical assistance and language access services
- Compliance monitoring and reporting
- Coordination with First 5
- Continuous improvement and data-driven refinement

Project Budget Submission Requirements

Applicants must submit:

- 1) A **detailed cost proposal for Phase 1**, including line items for staffing, outreach, materials, technology, and application material development.
- 2) A preliminary **annual budget framework for Phase 2**, recognizing that final costs will depend on the eligibility criteria, prioritization approach, and program design decisions finalized during Phase 1. Applicants should provide projected annual costs associated with launch and ongoing implementation, including staffing, outreach, compliance, reporting, and technical assistance.
 - Applicants should structure their proposed framework around anticipated recurring annual expenses for administering a Fund with an illustrative base rate of 100 grants per year. This assumption is for proposal evaluation purposes only. Applicants should also describe how their costs would scale if the number of grants differs from this base rate.
 - **Do not include the amount of direct grants to providers as part of the budget.**

Budget proposals should reflect only the costs to design, administer, and manage the Fund. First 5 retains discretion over the amount available for direct provider grants (up to \$10 million annually).

All proposals should clearly outline:

- Direct vs. indirect costs, including any applicable indirect cost rates
- Staff roles, hourly rates, and estimated level of effort
- Estimated time and resources needed to complete key deliverables
- Subcontractors, including their roles and associated costs
- A justification that demonstrates all proposed costs are reasonable, proportional, and aligned with the scope of work

The budget narrative (maximum 2 pages) and completed budget form do not count toward the 7-page proposal limit.

Payment Terms

Payment terms will be negotiated with the selected Grantmaking Partner and may include advance payments, milestone-based disbursements, or reimbursement upon invoicing, depending on the nature of the activities and timing of deliverables. Payment structure will be finalized during contract negotiation in alignment with the approved scope of work and budget.

8. SELECTION CRITERIA & SELECTION PROCESS

Selection Criteria

The criteria by which each response will be judged are as follows:

- A. Applicable Experience** - The extent to which the applicant demonstrates depth and relevance of experience in the areas outlined in the RFP.
- Grantmaking administration
 - Knowledge and work with child care partners
 - Equity-focused outreach and support
 - Linguistically and culturally responsive services
 - Capacity to manage compliance, financial oversight, and data-sharing requirements
- B. Applicable Approach** - The extent to which the applicant presents a clear and thoughtful approach to:
- Establishing program design and eligibility criteria, including prioritization methods and considerations for sustainability
 - Providing technical assistance supports to applicants and grantees
 - Ensuring language access and equity
 - Data collection, technology, reporting, evaluation, and continuous learning
 - Quickly launching and implementing the Fund
 - Aligning with the program goals, community-informed design, and equity priorities outlined in this RFP

- C. Fit with First 5** - The degree to which the applicant's approach, values, and organizational mission align with those of First 5, including a commitment to equity, transparency, community engagement, and systems change. Demonstrates clear understanding of the purpose of the Fund and the needs of child care providers in Alameda County.
- D. Cost** - The extent to which the proposed budget is reasonable, cost-effective, and well-justified, in relation to the scope of work and responsibilities detailed in this RFP.

Selection Process

All applications will be reviewed by internal staff and an external expert committee. First 5 may hold interviews for final applicants. References may be consulted.

9. OTHER INFORMATION

- 1) No response will be considered for award unless submitted in full, delivered on or before the due 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.

10. PROPOSED BUDGET FORM

[Download Proposed Budget Form Here](#)



Request for Proposals
Provider Emergency Revolving Fund
PROPOSED BUDGET

Applicant Name: _____

BUDGET LINE ITEMS	Phase 1 (Design)	Phase 2 (Ongoing Administration - Annual Budget)	Brief Description of Expense
PERSONNEL EXPENSES			
<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 (<i>Maximum 10% of Direct Costs</i>)			
Miscellaneous			
General Expenses SUBTOTAL	\$ -	\$ -	
EQUIPMENT <i>Itemize equipment costs more than \$1,000</i>			
Equipment SUBTOTAL	\$ -	\$ -	
SUBCONTRACTORS <i>Requires First 5 prior approval; List separately, if more than one subcontractor</i>			
Subcontractors SUBTOTAL	\$ -	\$ -	

BUDGET LINE ITEMS	Phase 1 (Design)	Phase 2 (Ongoing Administration - Annual Budget)	Brief Description of Expense
OTHER EXPENSES <i>Additional line items exceeding \$5,000</i>			
Other Expenses SUBTOTAL	\$ -	\$ -	
SUBTOTAL OF DIRECT EXPENSES			
<i>Sum of totals for Personnel, General, Equipment, Subcontractors and Other</i>	\$ -	\$ -	
ADMINISTRATIVE/INDIRECT COSTS			
<i>Maximum 15% of Direct Costs*</i>	\$ -	\$ -	
TOTAL BUDGET	\$ -	\$ -	<i>Total proposed budget to design, launch, and administer the Fund.</i>
Emergency Grants	\$ -	\$ 10,000,000.00	<i>Grants to providers</i>
TOTAL Contract Amount	\$ -	\$ 10,000,000.00	

**Contracts must identify the indirect costs that will be charged to the contract. Staff who work minimally at 5% FTE or less are considered an indirect cost. An approved Indirect Cost Rate Agreement may be submitted in lieu of itemization of indirect costs.*