

A smiling woman with dark hair and a colorful top is holding several young children in a playground setting. The children are of various ethnicities and are looking in different directions. The background shows a colorful play structure with a crown on top.

Family Serving Shelters RFA Info Session

October 16, 2025



Agenda

- ▶ **Welcome**
- ▶ **Agenda Review**
- ▶ **Overview of First 5 and Measure C**
- ▶ **Family Serving Shelter Fund RFA and Application**
- ▶ **Facilities Interest Section**
- ▶ **Q & A (Please submit in the chat via the Q & A Function)**



FIRST 5 ALAMEDA COUNTY





MEASURE C



MEASURE C
TAX DOLLARS
AT WORK



MEASURE C:

Ordinance Review

Imposes a $\frac{1}{2}$ percent sales tax for 20 years.

- ▶ **20% allocated** to support a local Level 1 pediatric trauma center and emergency department in Alameda County
- ▶ **80% allocated** to the *Child Care, Preschool, and Early Education Program (CCPEE Program)*

The tax revenue must be used exclusively to:

- ▶ **(1)** Support a local Level 1 pediatric trauma center and emergency department in Alameda County
- ▶ **(2)** Support the availability and accessibility of local health care services for pediatric patients
- ▶ **(3) Increase access to high quality child care**, preschool, and early education services to benefit low- and middle-income children and families
- ▶ **(4) Improve wages** and compensation for family child care providers and early educators
- ▶ **(5) Support the efficient administration** of tax proceeds

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

MEASURE C

THE 5-YEAR PLAN GOALS

See **page 39** in the 5-Year
Plan for more detail



Family Serving Shelters Program Funding

MEASURE C 5 YEAR PLAN

STRATEGY 1D:

CONNECTING FAMILIES & CAREGIVERS TO RESOURCES

Key Design Elements as Informed by the Community Advisory Council:

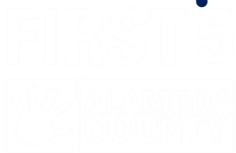
- ▶ Funding for **Family Serving Shelters** to connect families to resources and improve system coordination
 - Increased navigation supports to ensure that children and their families are matched with available and appropriate:
 - Child care
 - Critical wraparound services such as food, housing, and transportation



Request for Applications: Family Serving Shelter Program Grants

Key Details

- ▶ **ALL** Eligible Applicants will be funded
- ▶ **Organizations** can apply for **more than one** Family Serving Shelter **site**
- ▶ Organization should exhaust all other available funding prior to using Measure C funding for basic needs for families
- ▶ Applicants will receive funds based on the formula:
 - **Tier 1:** \$25,000 annually to shelter sites serving between 1-19 unduplicated children ages 0-5 between January 1, 2024 - December 31, 2024
 - **Tier 2:** \$50,000 annually to shelter sites serving 20 or more unduplicated children ages 0-5 between January 1, 2024 - December 31, 2024
- ▶ Grant terms:
 - First Grant Term: 18 months, **January 1, 2026 – June 30, 2027**
 - Additional Grant Terms: **July 2027 – June 2030**, for organizations who *successfully complete contract deliverables anticipated*



Eligibility

Your organization and site are eligible if:

- ▶ You are a: **Non-profit** or **public agency** operated family serving shelter
- ▶ You have provided **ongoing, weekly programming** for families/caregivers with **children prenatal to 5 years old since July 2022**
- ▶ You have provided **family navigation** to families with children prenatal to 5 years old since July 2022

Note: If you are a Child Care Center, Family Child Care Provider, or a Family, Friend, or Neighbor caregiver, please go [here](#) to learn more about available grant opportunities and how to apply.



Allowable Activities

Funded Activities must be NEW OR ENHANCED and include:

- ▶ Basic needs for families
- ▶ 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
- ▶ Fatherhood programming
- ▶ Expanded community partnerships, such as community and neighborhood collaboratives
- ▶ New furniture, furnishings, equipment needed to conduct programming
- ▶ Training (for either parents/caregivers or staff serving families with children 0-5)

Funding 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



Budget



- ▶ Allowable expenses:
 - Personnel
 - General Expenses
 - Equipment
 - Subcontractors (i.e. a subcontractor to lead a playgroup or fatherhood circle)
 - Basic Needs for Families
 - Administrative/Indirect Costs, which cannot exceed 15% of the total budget
- ▶ Budget Line Item Definitions and Guidelines are included on the second page of the attachment
- ▶ Additionally, we are asking for your organization's operating costs and funding sources
 - This information will be used to help to support your organization to leverage other available funds

Application Instructions



Key Details

- ▶ No login is needed, applications are tied to email addresses
- ▶ You can save your progress and return to the application at any time before submission by using the unique link sent to the email address you provide
- ▶ You can print from your browser; there is no print button
- ▶ More than one person from your organization can edit
- ▶ Please use the RFA and Appendices (especially Application Questions and Budget Form) to help you prepare your responses
- ▶ You will be asked to download a budget template. Please use this template **ONLY** to complete the budget portion of the application. It is required that you upload the completed budget form to submit the application. The system will prompt you to upload your file as the final step prior to submission

Application Instructions

Having issues with submitting your Application?

Staff are available Monday-Friday,
9am-5pm

Email:

ShelterGrants@First5Alameda.org

Phone: 510-241-2811



Timeline and Next Steps

Family Serving Shelter Program Funds Applications



- Applications are due by **5pm PDT on Friday, November 14, 2025**
- Applications will be completed and submitted through the online portal
- Applications must be submitted through the portal; we will not accept faxed or mailed copies
- All applicants will be notified in **December 2025**



First 5 Early Childhood Facilities Fund for Shelters

Community Spaces

Strategy 3B.

Key Design Elements as Informed by the Community Advisory Council:

- ▶ \$1.5 million Year 1 for shelter facilities
- ▶ Facilities grants for urgent health and safety projects, such as:
 - Repairing and remediating damage from emergencies such as but not limited to sewage, flooding, fire or earthquakes
 - Facility repairs
 - City and state compliance
 - Improvements that increase accessibility of program to children, parents, guardians or staff with special physical or mental health needs
- ▶ Anticipated 10 shelter facilities grants; \$150,000 cap
- ▶ Must qualify for program grant first



Timeline and Next Steps

Facilities Funds Interest Form



- Interest should be indicated on Program Applications due by **5pm PDT on Friday, November 14, 2025**
- Interest for Facilities Funds will be completed and submitted through the online portal.
- Organizations will be contacted in early 2026 on the status of their interest request
- Screening for facilities needs expected to start in January
 - through First 5 Alameda's contracted partner The Low Income Investment Fund (LIIF)

Questions?



THANK YOU!

Interested in learning more
about Measure C?

Attend a **Community Advisory Council**
meeting: www.first5alameda.org/cac

FIRST 5



www.first5alameda.org

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