

REQUEST FOR APPLICATION

Community Engagement Event Sponsorships

(July 1, 2020 through June 30, 2021)



August 2020

Community Engagement Sponsorship Program

The *Children's Bill of Rights*' Community Engagement Sponsorships Program provides financial support to organizations implementing community engagement events and activities that: Promote the Children's Bill of Rights, and connect families with children 0 through 5 years with available services that make the *rights* more of a reality for Merced County children.

Funding under this program falls within First 5's mission of "To provide for the optimal physical, social, emotional and intellectual growth of young children in Merced County", and aims to increase community level awareness and acknowledgement of the need to prioritize care benefiting our youngest kids (0-5).

Under this funding program, First 5 Merced County will support activities across a broad geography throughout Merced County, and partner together with a diverse group of organizations, groups, businesses, and other entities to engage community members and begin discussions around the Bill of Rights and children's needs, and connect families with needed services.

Funding Guidelines

Funding up to \$1,000 per event can be awarded until allocated funds are exhausted. The First 5 Merced Commission has allocated 50 events/activities will be sponsored throughout the county between the period of July 1, 2020 through June 30, 2021.

A wide range of types of community events/activities will be considered. Examples include (but are not limited to) community health / resource fairs, town hall meetings, community / neighborhood celebrations, parent / family activities, employee events, community planning / needs assessment activities, etc.

Funding may be awarded in amounts less than what is requested. First 5 funds can only be used to support children 0-5 and their families. Therefore, if a proposed event/activity will also serve individuals outside of First 5 Merced County's age-range, other funding sources must be available to supplement First 5's funding.

Eligibility for funding is limited to those events and/or activities that:

- Goals that align to a meaningful degree with the mission, vision and guiding principles of First 5 Merced County;
- Directly target the general community (or an identified sub-segment of the Community) as the primary event attendees;

- Align with the purpose and elements of, as well as work to publicize, one or more of the rights addressed within the Children’s Bill of Rights for Merced County; and,
- Engage the participation of a wide range of organizations, groups, communities, businesses, and other entities in activities that enhance the well-being of children 0-5 years throughout the county.

Note: Community Engagement events/activities that are already supported in part by First 5 funds through any other First 5 funding mechanism are not eligible for Community Engagement Event Sponsorship funding.

There is no deadline for applying, but June 9, 2020 is the last day to apply with the required 21 days advance. Community Engagement Sponsorship requests are accepted on a continuous basis and are considered in the order received throughout the year until allocated funds are exhausted. On at least a monthly basis, First 5 Merced County staff will review submitted Letters of Request.

Letters of Request that are received which include all required information, and are determined to fulfill the intent and scope of the Community Engagement Event Sponsorship Program will be approved at the staff level by the First 5 Merced County Executive Director.

Selected recipients will plan and implement their event in coordination with First 5 Merced County staff who will provide technical assistance and support to promote the event’s success.

Letters of Request

A letter of request must be submitted to First 5 Merced County in order to be considered for funding. Letters of Request must be received at least 21 days prior to the event. Provide the following information in the letter:

- Requesting organization and collaborating partners (if applicable)
- Name and goal(s) of the event
- Which Children’s Bill of Right(s) will be covered during the event
- How the organization will disseminate and publicize the Children’s Bill of Right(s) during the event/dialogue
- How community members will be engaged in dialogue about the Children’s Bill of Rights
- How families will be connected to services to support them
- Event history (if applicable)
- Event date/time/location
- Description of intended audience / participants
- Estimated attendance size
- Primary event activities
- Total event budget and description of how First 5 funds will be used.

- Other funding sources and amounts (cash and in-kind equivalent) required for events targeting children beyond the ages of 0-5.
- Amount of First 5 Merced County funds requested

Letters of Request shall be reviewed based on criteria including, but not limited to:

1. Clarity of the description of the event;
2. Degree of alignment of event goal(s) with the First 5 Merced County vision, mission and guiding principles;
3. Potential of the event to effectively publicize and promote the Children's Bill of Rights (or portions of it) and connect Merced County families with children 0-5 years old with available services;
4. Ability of the event to fulfill this funding program's intent to (collectively) reach geographic areas throughout the county, and engage a diverse group of entities to implement events/dialogues;
5. Targeted population for the event (i.e., general community vs. service providers/professionals);
6. Organizational capacity / history of successfully conducting the event;
7. Availability and amount of non-First 5 funding to support the event's total budget (including in-kind and cash resources).

Submit Letters of Request to:

For hardcopy, please submit letters of request to:

First 5 Merced County
 Attn: Community Engagement Event Sponsorships
 260 E. 15th Street
 Merced, CA 95341

For hardcopy, please submit letters of request to:

Please submit electronic letters of request as an email attachment to Marie Pickney at Marie.Pickney@countyofmerced.com.

Awards & Terms

A Community Engagement award letter will be presented to successful applicants detailing the amount and terms of the award. General liability insurance coverage is required for any event for which First 5 funding is provided.

Any marketing materials (flyers, posters signs etc.) for First 5 events/activities shall identify First 5 Merced County as a sponsoring entity in the form of an attribution statement and/or official logo (both provided upon funding approval).

Organizations are required to submit copies of all marketing materials to First 5 at least 10 days prior to distribution to the public. Notifications of media events shall be shared with First 5 prior to recording.

Submission of photos for project activities and/or events, are required 10 days after event. Following the sponsored event, recipients of funding will be required to complete a brief survey of the sponsored event documenting the estimated attendance, its benefits for those attending, and related information.

Failure to complete required documentation prior to closeout could result in subsequent funding opportunities.

Unsuccessful applicants will be notified by mail (standard or electronic). Appeals for unsuccessful requests will only be entertained based on a violation of law, rule, regulation, or terms of the Funding Guidelines and Criteria approved by the Commission for this funding mechanism. Mere disagreement with the decision is not grounds for appeal.

Questions? If you have questions regarding Community Engagement Sponsorships, contact Marie Pickney, Program Manager, at First 5 Merced County via e-mail at Marie.Pickney@countyofmerced.com or phone (209) 385-7337

Attribution Ideas for Digital Events/Meeting

Below are options for attribution when First 5 Merced is sponsoring a digital/online event. You will need to select at least one way to provide attribution and submit your plan to Marie Pickney at marie.pickney@countyofmerced.com 7 days prior to your event. Online or in-person events that fail to properly provide attribution to First 5 Merced will not be reimbursed for costs accrued and/or will not be able to apply for future sponsorship.

First 5 Merced County Zoom Platform

- Contractors may choose to utilize the First 5 Merced County Zoom platform, for Community Engagement events and meetings in order to ensure that proper attribution requirements are being met by the grantee. This option will increase equitable opportunities for organizations with limited resources by providing technical assistance from First 5 staff and no-cost venue for the grantee.

Contractors/Grantees Digital Platform

- Attribution to be included on all promotional email correspondence and/or flyers distributed to stakeholders and for distribution to the public.
- Verbal attribution provided by the event host during the introduction portion of the event and/or during the closing.
- First 5 Merced County Watermark enabled during shared screen and/or active speaker sections of the presentation. (Option available in Zoom and may be available on other digital conferencing platforms)
- Display digital signage such as but not limited to First 5 Merced County logo, videos and URLs in digital signage only rooms. (Option available in Zoom and may be available on other digital conferencing platforms)
- Mention of First 5 Merced sponsorship in any media releases or interviews.