

Example of an Actual Kids' Plates RFP (Request for Proposal)

BEGIN APPLICATION INSTRUCTIONS

1. Program Narrative (50 points)

Maximum number of pages for the Program Narrative is 5 pages.

Use the following sub-headings in your program narrative.

A. Injury Problem- 10 points

Describe the Injury Problem to be addressed. Explain and demonstrate (through the use of local data and/or other credible evidence) why this injury issue is a significant problem in your community or region.

B. Program Description-15 points

Describe:

- The goal(s) and key objectives of the proposed program. Include a rationale for your approach to the injury problem and a demonstration of the use of best practices. Be sure that the objectives are measurable, time limited, and include baseline as well as projected numbers. (See Attachment I for Writing SMART Objectives). *Remember that the proposed program goal(s) and objective(s) should be results-oriented and achievable within the grant period.*
- The target population your program will address. Include age, gender, socioeconomic status, cultural, ethnic, and/or linguistic characteristics, and any other relevant demographic factors. Also provide a brief description of the use of best practices.
- The major activities of the proposed plan and how the success of those activities will be measured. Be sure these activities are directly related to the objective(s) you have identified.
- The expected outcomes of this proposed program:
 - Immediate Outcomes. Immediate outcomes refer to results at the completion of the 10 month grant period.
 - Long-Term Outcomes. Long-term outcomes refer to how the proposed program will impact the identified injury area beyond the period.
- The evaluation methods that will be used to determine immediate outcomes.
 - Process Evaluation- How the program will measure whether each activity has been accomplished (e.g. sign-in sheets for trainings).
 - Outcome Evaluation- How the program will measure whether stated objectives were met (e.g. pre/post test given at trainings).
- How the program will have an immediate and long term impact:
 - On the target population.
 - On the community.
 - Describe how you will determine these impacts.
- Explain how you plan to sustain the program after the funding period ends (i.e. through partnerships, additional funding sources, etc).

C. Spectrum of Prevention- 8 points

- Identify the levels from the Spectrum of Prevention your program addresses and explain why these levels were selected in terms of your previous efforts and those of others in the community. Your explanation should reference previous levels at which your organization has worked and complementary work done by others in the community/region. It should also include the reasons for staying at the same levels and/or the reasons for moving to different Spectrum levels.
- Also describe how working at these particular levels on the Spectrum will impact the community or target population you are serving through this proposed program.

D. Marketing Activities- 7 points

- Explain the marketing activities you have chosen. (Use the Marketing Menu, Attachment D, included in the RFA materials to identify these efforts and check the appropriate boxes). Be sure to include your completed Attachment D with your proposal.
- Describe why your organization will be successful with each of the marketing activities you have chosen to implement.

E. Organization Background and Capability- 5 points

- Describe your organization's experience with programs similar to the one proposed. Explain your organization's ability to implement the proposed program quickly, efficiently, and successfully.
 - If you are going to be collaborating with other agencies, be sure to describe their capabilities to carry out the proposed program.
- Applicants working collaboratively with other organizations to accomplish their proposed program goals and objectives must submit a Letter of Commitment from each collaborator. (See Attachment K for Letter of Commitment Guidelines). Letters merely indicating support will not satisfy this requirement. Please do not use form letters for collaborating agencies. All Letters of Commitment must accompany the proposal when it is submitted.

F. Program Staff- 5 points

- Include the name, credentials, and title of each key staff responsible for ensuring the completion of each of the proposed program's activities.
- Briefly describe the role and responsibilities of each staff related to this proposed program.
- Include a brief description of why each identified staff is qualified to participate in this proposed program (e.g., experience, training).

2. Scope of Work-30 points

No page limit for the Scope of Work.

Note: Utilize the Scope of Work Format in Attachment F.

Using the narrative portion of your program plan, expand the detail of the proposed program and insert it into the scope of work. This is a critical component of the program proposal as it illustrates the program in detail, providing a logical flow between goals,

objectives, timelines, staff, and process and outcome evaluation. Be sure that it is accurate and complete using Attachment F as a template.

Scope of Work must include:

- ✓ The goals of the proposed program (what you ultimately hope to accomplish with this program);
- ✓ The objectives (must be measurable) of the proposed program. Include the change or benefit expected to occur, who will receive the change or benefit, when the event will occur, as well as how much change or benefit is expected (including a baseline reference point to help measure change). Be sure to provide the baseline or starting point. List all objectives in the order in which they will occur;
- ✓ The major activities (the major actions that need to take place in order to meet the stated objectives. Remember, activities are not the same as tasks. Tasks are portions of an activity and do not need to be listed). List the major activities in the order they will occur;
- ✓ The name(s) of the key staff responsible for ensuring the completion of each identified activity (make sure these same staff members have been identified on the staff section of the narrative);
- ✓ The start and end dates for each activity (be realistic and as specific as possible. If you have a specific activity scheduled for a specific date, include it);
- ✓ The process evaluation measures for each major activity (how you will measure and prove that each major activity has been completed successfully);
- ✓ The outcome evaluation measures for the each objective (how you will measure and prove that each objective has been completed successfully);
- ✓ The scope of work should also include two separate activities to address:
 - 1) The Kids' Plates marketing activities requirement (all activities chosen from the marketing menu); and
 - 2) Submission of Kids' Plates documentation (ie. invoices, final report, and other documents).

3. Budget and Budget Justification- 20 points

No page limit for the Budget and Budget Justification.

Note: All budgets should be based on a 10-month funding period. Refer to Attachment G & H as a guide when constructing the budget.

The budget may be submitted in any form that is appropriate (refer to Attachment G). If funded, you may be required to revise the format to meet the Kids' Plates contract requirements. You may only include costs being requested from Kids' Plates funding. If other costs are an integral part of explaining the budget, please list those on a separate sheet of paper and briefly explain who the funder(s) is/are. Please do not identify any of the costs NOT being requested from the Kids' Plates fund anywhere within the Kids' Plates budget or justification.

Mini-Grant budgets may include allocations for staff salaries, program activities, program-related travel, operating costs, related supplies, etc. You may NOT request injury prevention equipment that will be given to consumers or clients. No safety equipment will be funded in this grant category unless it is to be used specifically for demonstration and training purposes only. Toward that end, up to 20% of the total

award can be allocated toward demonstration and/or training related safety equipment. The exception to this limit is the purchase of one “Automotive Safety Belt Training Station” which would be in addition to the 20% demonstration and/or training related safety equipment maximum.

Salaries and benefits, as well as indirect costs (up to 16.7% of salaries and benefits only) may be included in this grant category. Salaries must be indicated by the rate of pay per hour and the number of hours per week for each staff. Benefits must be shown as a percentage of salaries. Funds may NOT be spent for food, incentives, or major office equipment such as furniture, fax machines, copiers, computers, or on any other major equipment costing \$500 or more per item. The exception to the \$500 per item equipment rule is the purchase of the “Automotive Safety Belt Training Station” which costs between \$750 and \$1350 depending on the model. Other specialized equipment over \$500 may be considered, but prior approval must be obtained BEFORE the proposal is submitted. To discuss this option, please contact the Kids’ Plates Project Coordinator, Marisela Romero, at marisela.romero@cdph.ca.gov.

Budget Justification (No Page Limit)

Explain and justify the proposed program’s budget. Describe the purpose of each budget line, the cost of each component, and the quantity required. Be sure the justification explains all costs included in the budget. Be specific. All of the budget and budget justification components must directly relate to the program’s scope of work. To account for program components provided by other funding sources, please list those on a separate sheet of paper and briefly explain who the funder(s) is/are.

Final Reminder

Before you submit your proposal, please be sure you have included everything required as indicated in the “Proposal Components Checklist” (Attachment A).

KIDS’ PLATES PROPOSAL – END APPLICATION INSTRUCTIONS