



# P-5 Innovation Fund Information Session

March 27, 2025

 King County  
Best Starts for  
**KIDS**

# AGENDA

Overview of Best Starts for Kids, Strategy Introduction

Key Elements of the Request for Proposal (RFP)

Examples of Projects to Advance Innovative Approaches

Criteria Overview

Submission Details

Question and Answers



## ● VISION

# Happy, Healthy, Safe and Thriving

We want to see babies born healthy, kids thrive, and young people grow up to be happy, healthy, successful adults.

## ● MISSION

**Best Starts for Kids** strengthens families and communities so that babies are born healthy, children thrive and establish a strong foundation for life, and young people grow into happy, healthy adults.







“Equity is an ardent journey toward well-being as defined by the affected.”

- CYAB Equity Statement

## ● CYAB AND EQUITY STATEMENT

- Equity is an ardent journey toward well-being as defined by the affected
- Equity is disruptive and uncomfortable and not voluntary
- Equity is fundamental to the community we want to build

[Full statement can be found here.](#)



## ● PRINCIPLES



## ● INVESTMENT AMOUNTS FOR 2.0 LEVY (2022 – 2027)



**Child Care – ~\$200M**

**Capital Projects – up to \$50M**

**TA/ Capacity Building – ~\$10M**

**Homelessness Prevention - ~ \$22M**

**Investing Early (P-5) – 50% of remaining levy**

**Sustaining the Gain (5-24) – 37% of remaining levy**

**Communities Matter – 8% of remaining levy**

**Data and Evaluation – 5% of remaining levy**



# BSK PRENATAL TO FIVE

## Direct Services



- Home-Based Services



- Community-Based Parenting Supports
- Child Care Health Consultation



- Universal Developmental Screening

## Integration & Other Strategies

- Universal Developmental Screening
- Infant and Early Childhood Mental Health
- Workforce Development
- **Innovation Supports**
- Help Me Grow
- Lead & Toxics
- Early Support for Infant and Toddlers (ESIT)

## WHAT DOES P-5 INNOVATION SUPPORTS AIM TO ACCOMPLISH?

Seeks to **build upon the creativity and expertise of community** to create and delivery innovative community-driven approaches and programs that **meet the strengths and challenges of communities across King County.**

**Providing supports during critical times** of early design, development and early implementation using a foundation framework.



## ● SUMMARY OF KEY ELEMENTS

**Goal:** Advance community-led innovative and responsive anti-racist approaches centering communities & families in King County most impacted by disparities.

Funding available: **\$900,000 over 2 years**

*open and continuous with 3 submission rounds*

Funding request limits: **\$30,000 \*\$50,000 for Pilots**

Anticipated number of awards: up to **25**

## —● WHAT?

We seek to **increase our collective capacity to build up innovative community-driven approaches that center** Black families, Indigenous families, families of color, immigrant and refugee families, LGBTQ+ families, families with disabilities, families involved in the child welfare system, low-income families and those geographically isolated.

We seek these community leaders to **design, develop, pilot and build the potential of innovative anti-racist approaches** (e.g. policies, programs, products, media, places and services) so that *ALL* babies and children in King County grow to be happy, healthy, safe and thriving.



## ● WHO?

**Leaders deeply connected to community most directly impacted by inequities** who are well positioned to further the development of responsive approaches that take into account both today's unique challenges and opportunities, while **drawing wisdom from a deep connection with the shared history, values, cultural practices, knowledge, and lived experiences of their community.**

## ● SCOPE OF WORK

Proposed Projects must:

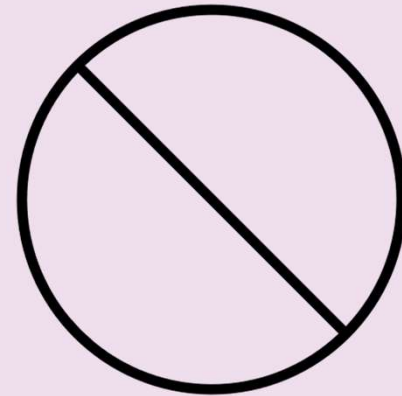
1. Directly contribute to **advancing Community-led Innovative and responsive Anti-racist approaches**, including but not limited to policies, programs, products, media, spaces, and services.
2. **Prioritize and center communities and families** in King County with children prenatal to age five (P-5) who are most impacted by disparities, including BIPOC families; immigrant and refugee families; LGBTQ+ families; families with disabilities; families involved in the child welfare system; low-income families; and those in geographically isolated areas.
3. Include a **clear plan and timeline** to implement the project activities within a 6-to-12 month period.

## ● SCOPE OF WORK

Types of projects	Description
<b>Partnership Building</b>	Develop strong trust-based partnerships and collaboration that leverage unique and diverse perspectives and strengths to respond collectively to complex needs.
<b>Community Engagement and Listening</b>	Activities focused on deepening connection and understanding of community experiences, strengths and needs.
<b>Co-Design</b>	Collaborative facilitation and planning process that centers those most impacted to generate ideas and further develop innovative responses.
<b>Test Small-Scale Implementation</b>	Try out or test an idea with the goal of learning through doing. This is commonly known as a pilot.
<b>Sharing Success Stories</b>	Increase awareness of innovative approaches that are working in your community.
<b>Infrastructure and Capacity Development</b>	Focused one time support that builds organizational potential to sustain or advance Community-led Innovation.

## ● NOT SUPPORTED

- Ongoing or existing direct services
- Ongoing operating expenses
- Partisan political activities





## —● EXAMPLE INNOVATION FUND PROJECT

**The Challenge:** King County families have been impacted by severe heat waves in the past several years

**Centered Community:** Families with young children living in areas with the greatest environmental health disparities are even more impacted

## —● PARTNERSHIP BUILDING

**Develop strong trust-based partnerships and collaboration that leverage unique and diverse perspectives and strengths to respond collectively to complex needs.**

*Host a series of community building events to introduce partners and future collaborators and build awareness of each others experiences related to extreme heat and families with young children.*



## COMMUNITY ENGAGEMENT & LISTENING

**Activities focused on deepening connection and understanding of community experiences, strengths and needs.**

*Complete a participatory research project where families document their thoughts, feelings and behaviors during extreme heat waves.*



## CO-DESIGN

**Collaborative facilitation and planning process that centers those most impacted to generate ideas and further develop innovative responses.**

*Lead a co-design process with a design group reflective of communities most impacted by extreme heat. Together the group will generate approaches for piloting within their communities.*





## ● SMALL-SCALE IMPLEMENTATION (PILOTING)

**Try out or test an idea with the goal of learning through doing.**

*Implement a communications campaign to raise awareness of the impact of extreme heat on young children, then collect caregiver feedback to understand clarity and impact of campaign.*



## ● SHARING SUCCESS STORIES

**Increase awareness of innovative approaches that are working in your community.**

*Bring together other BIPOC family serving organizations to discuss what's working to build awareness of the impact of extreme heat on young children.*



## — INFRASTRUCTURE AND CAPACITY DEVELOPMENT

**Focused one time support that builds organizational potential to sustain or advance community-led innovation.**

*Group of caregivers leading innovative solutions to climate change partners work to gain first time fiscal sponsorship to further their organizational sustainability.*



## ● ELIGIBILITY

This RFP is open to individuals, **community groups**, nonprofit organizations, **community-based organizations**, tribes and tribal organizations, **for-profit entities**, and public or governmental agencies serving communities in King County, WA.

**Partnerships** of two or more organizations, small community groups, **nonprofits**, and **community-based Black, Indigenous, and other Communities of Color-led** organizations are encouraged to submit proposals.



## —● DESIRED QUALIFICATIONS

1. **Deep understanding** of the lived experiences, language, culture, and/or ethnicity of the parents, caregivers, and families they design with and for.
2. **Uphold and center community and family** needs and interests in all decision making and recommendations.
3. **Understand how historical and present-day systemic racism and oppression harms families** P-5 in King County.
4. Demonstrate the potential to **increase our collective capacity** (e.g. knowledge, relationships, resources, understanding, creativity, ideas, etc.) to design, develop and implement innovative Anti-racist approaches centering families of P-5 in King County.
5. Demonstrate **readiness to implement proposed activities** within the given timeframe. Readiness will be determined by the following:
  - a. Clearly proposed activities are feasible and reasonable within the proposed timeline (six to twelve months).
  - b. Demonstrate ability to lead the proposed activities based on factors such as current experience, knowledge, partnerships, relationships, opportunities, and available staff/other individuals to lead work.
  - c. Complete budget that aligns with proposed activities.

## ● PRIORITY

Selection may follow a prioritization for:

- **smaller organizations;** as well as selection of
- a cohort implementing a **variety of different activities** to advance a **variety of community-led responses reaching across King County.**

## ● SUBMISSION DETAILS

- **Open and Continuous** with 3 submission deadlines
- Multiple submissions are acceptable, only one award
- Submission & updated information through **Microsoft Forms**
  - <https://forms.office.com/g/nZMKxVNaD>
- **Complete Proposals Include:**
  - ☐ Section 1: Organization Information
  - ☐ Section 2: Narrative Questions (3 options)
  - ☐ Section 3: Budget Narrative
- Proposers may choose from **3 options** to respond to Narrative Questions 1) Written, 2) Video Recording, 3) Virtual Interview

## ● CONTRACTING DETAILS

- Transparency in **King County requirements – Insurance**
  - At the discretion of King County, additional award amounts of up to \$5,000 may be negotiated to cover the cost of King County insurance policy requirements.
- **Innovation Supports Activities**
  - Quarterly Check-ins
  - Optional Innovation Supports/Capacity Building
- **Data Collection and Evaluation**

## ● RFP SUPPORTS

- **Proposal Assistance** is encouraged
- Information Sessions available in-person & virtually + **community-building and idea sharing**
- **Language Access** is available, please request as soon as possible as requests may take up to 2 weeks to process
- **Email questions** to RFP Lead [nnguyen@kingcounty.gov](mailto:nnguyen@kingcounty.gov)
- **Considerations** if using other tools

## ● APPLICATION ASSISTANCE

Free technical assistance (TA) is available to support applicants and eliminate barriers that might prevent you from seeking funding.

TA providers can:

- Assist in determining appropriate fit between your program and the RFP;
- Provide guidance on how best to answer questions and where to find supportive data;
- Support application review, including editing and budget review. TA is not grant writing.



## ● KEY MILESTONES – ROUND 1

**March 10**

**March 4  
March 27**



Innovation Fund  
Opening



**Info Sessions +  
Community  
Building & Sharing  
Ideas + Technical  
Assistance &  
Supports**

**May 9**



**Submission by  
Round Deadline**



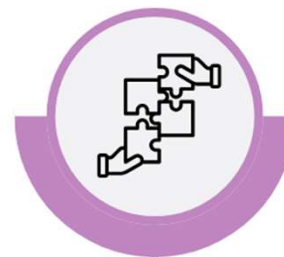
**June**



**Review &  
Recommendations  
+ Notifications**



**July**



**Pre-Contract  
Meetings**



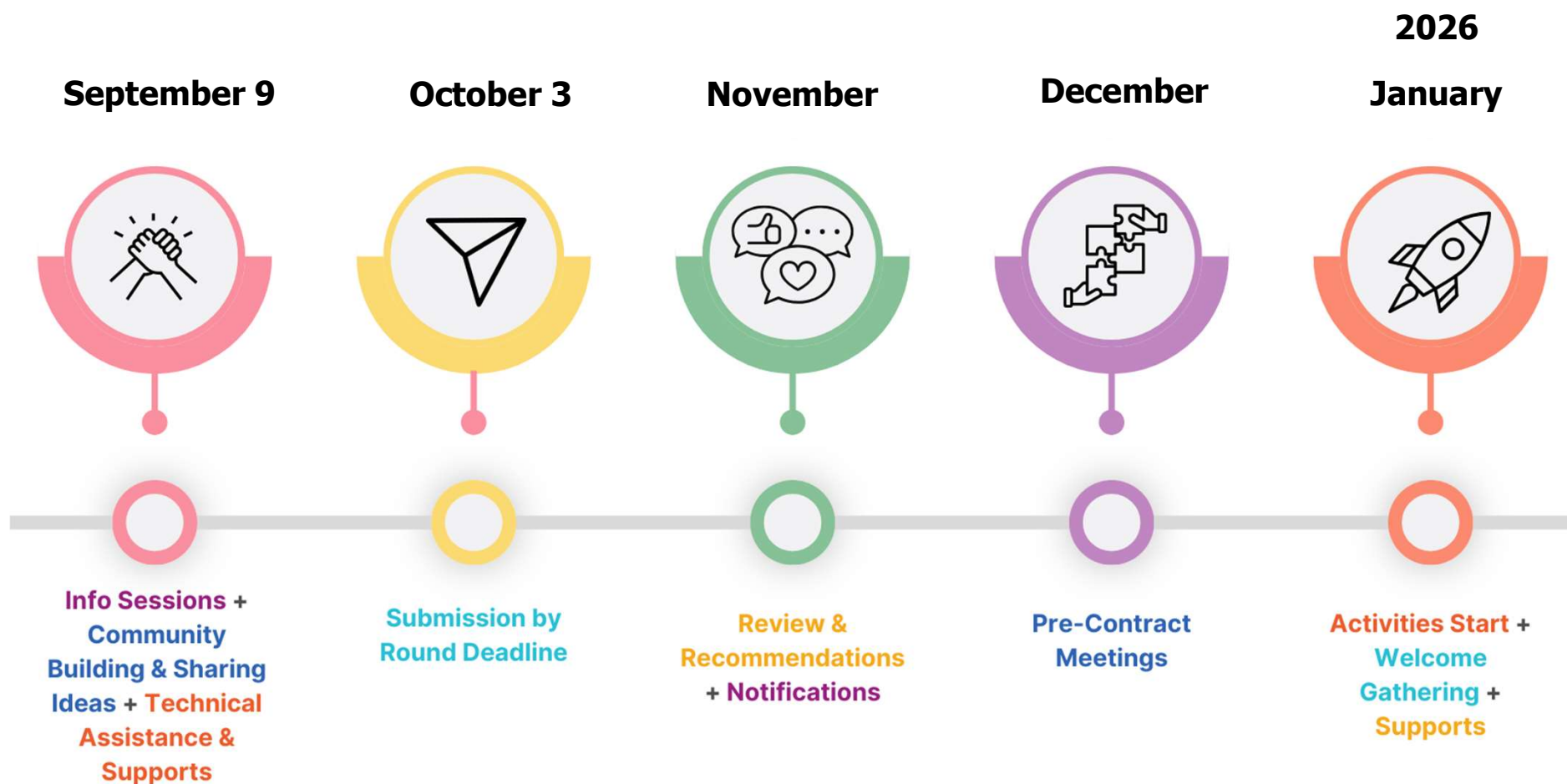
**July-August**



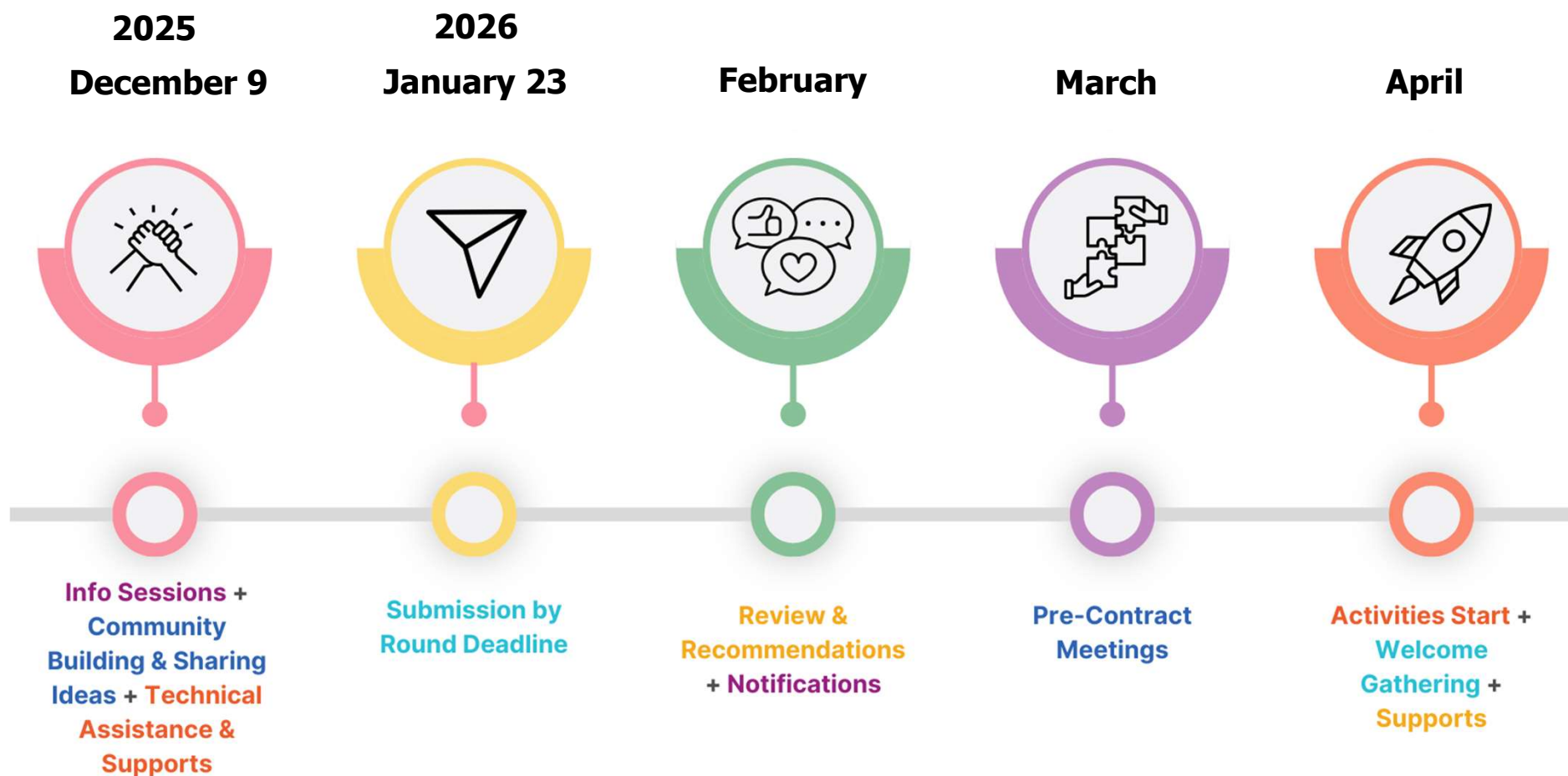
**Activities Start +  
Welcome  
Gathering +  
Supports**



## ● KEY MILESTONES – ROUND 2



## ● KEY MILESTONES – ROUND 3





—● QUESTIONS?

 King County

Best Starts for  
**KIDS**

## ● WANT TO LEARN ABOUT OTHER BEST STARTS FOR KIDS OPPORTUNITIES?



Scan to view  
our funding calendar &  
subscribe for updates!



**This recorded open house session** will  
be shared on the Best Starts for Kids blog