

—● Promoting First Relationship Agency Training Project 2026

Request for Applications
Pre-conference

October 1, 2025



Best Starts for
KIDS



● AGENDA

- Best Start for Kids Overview
- Promoting First Relationship Overview
- Criteria and Application Overview
- Budget Tips and Logistics
- Question and answers

—● LOGISTICS

How to ask questions:



Zoom: add your questions to the chat box.



Phone: we'll open up the phone line for questions.



● 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.

● 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



PROMOTION



PREVENTION



**EARLY
INTERVENTION**



**POLICY &
SYSTEMS
CHANGE**



Funding Basics for Best Starts 2.0

- 6-year property tax levy
- 19 cents per \$1,000 assessed value
- Average cost: \$114 for 600K home
- March 2021 projected revenue: \$879M



—● WHO IS THIS RFA FOR?

The focus of the project's population is **community-based agency staff who work with King County families with young children, from birth to five.**

*RFA = REQUEST FOR
APPLICATIONS

● SUMMARY



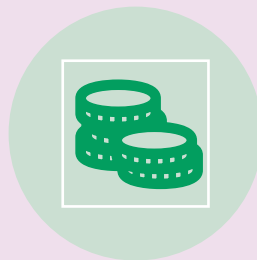
FUNDING AVAILABLE:
\$94,215 TOTAL



APPLICATION DUE DATE:
**NOVEMBER 4, 2025, BY
2:00 PM**



CONTRACT PERIOD:
**JANUARY 1 – DECEMBER
31, 2026**



FUNDING REQUEST
LIMITS: **\$2,000 - \$20,000**



ANTICIPATED NUMBER
OF AWARDS: **MULTIPLE
AGENCIES**

● TIMELINE

RFA release	09/19/2025
Online info session	10/01/2025
Deadline to contact King County with questions	10/17/2025
Application due date	11/04/2025 by 2:00 pm
RFA rated and review	11/05/2025 – 11/14/2025
Applicant interview period	11/18/2025 – 11/20/2025
Notification of RFA Status (tentative)	12/16/2025
Potential contract start date	01/01/2026

● FUNDING PRIORITIES

- Agencies serving families with children from birth to 5 in King County, especially those in high-stress environments.
- Agencies demonstrating commitment to equity and social justice, including: Families of color, Immigrant and refugee families, LGBTQ families, Families with disabilities, Families with foster children, and Families in geographically isolated areas
- Agencies that can support staff participation (flexible scheduling, technology access, supervisor support).
- Agencies with a sustainability plan to continue using and expanding PFR practices after training.

—● DATA AND EVALUATION

Awarded providers will participate in...

- Collecting and reflecting on **PFR session data** (video recordings, fidelity checks, mentoring reflections).
- **Final Program Report** (2–3 pages) summarizing outcomes, outputs, sustainability, and the number of families served.

Awarded providers will be required to...

- Maintain detailed documentation: Services/activities delivered, dates and hours, participant names, and service logs (incl. mileage)
- Submit **monthly invoices with supporting data** (time records, payroll, activity logs).

● APPLICATION TIPS

Clarifications on the Letter of Interest:

- **Length limit:** No more than **4 pages**
- **Content areas:** Applicants must respond to **all five sections**:
 1. **About Your Agency** (agency description, communities served, services offered).
 2. **Agency Criteria** (sustainability plan, flexible scheduling support, technology access).
 3. **Staff Applicants** (who are applying, which training track — Level 2 or Level 3).
 4. **Staff Qualifications** (education/experience, direct service %, ability to recruit families, strengths-based approach, vehicle access, commitment to improvement).
 5. **Personnel Budget** (current staff salary or personnel expense budget).

—● APPLICATION TIPS

- **Be explicit:** Clearly label each section in your letter so reviewers can easily see where you've answered every requirement.
- **Tie to equity:** Highlight how your agency reflects and serves the populations prioritized by Best Starts (families of color, immigrant/refugee, LGBTQ, etc.).
- **Show sustainability:** Go beyond “we’ll continue training” — give concrete examples (e.g., embedding PFR into existing programs, peer training plans).
- **Name staff clearly:** List each staff applicant, their role, qualifications, and the training level they are applying for. Avoid vague descriptions.

—● BUDGET TIPS

- **Follow the format:** Use the RFA's template (Staff Salary, Benefits & Taxes, Total). Keep it simple and aligned.
- **Hours matter:**
 - **51 hours** if staff completed Level 1 in the past 12 months.
 - **67 hours** if staff never completed Level 1 or it was more than 12 months ago.
- **Be realistic:** Base staff salary requests on *actual hourly rates* and benefits; avoid rounding or generic estimates.
- **Include allowable extras:**
 - Mileage (at GSA rate)
 - Audio/visual equipment (\leq \$500 per applicant)
 - Parent stipends (\$150 per family – 1 family per applicant)
 - Toys for sessions (\leq \$75 per applicant)
 - Admin costs (10%)
- **Don't include supervisor time:** the RFA specifically excludes reimbursement for supervisors.
- **Stay within limits:** Request between **\$2,000 and \$20,000** total.

—● BUDGET EXAMPLE

January 1, 2025 – December 31, 2025		
Personnel Expense		
Staff Salary (37.94*67)	\$	2,542
Staff Salary (42.10*67)	\$	2,820
Staff Salary (43.27*67)	\$	2,899
Staff Benefits & Taxes	\$	2,090
TOTAL PERSONNEL EXPENSE	\$	10,351
Additional Project Expenses		
Mileage – (600 miles x 3 trainers x \$0.67 per mile)	\$	1,206
AV Equipment (\$500*3)	\$	1,500
Toys (\$75 per Learner x 3)	\$	225
Training Family Stipend \$150 x 3	\$	450
TOTAL OPERATING EXPENSES	\$	3,381
TOTAL PERSONNEL AND OPERATING EXPENSES	\$	13,732
Agency Administrative (10%)	\$	1,373
TOTAL	\$	15,106

● RFQ RATING & REVIEW

- Review the rating criteria.
- The review panel will closely follow this scoring rubric.
- All proposals submitted will go through a formal review process.
- The appeals process is outlined in the RFA.



Q&A IN THE ADDENDUM

Q: Is the Promoting First Relationships (PFR) funding opportunity only for home visitors?

A: No. This funding opportunity is not limited to home visitors. Staff working in early childhood settings, such as child care programs, are also eligible to apply, as long as they meet the qualifications outlined in the RFA.

Eligible staff must:

- Have at least two years of direct work with children from birth to five and their families.
- Be in a role that includes at least 50% direct service to families.

The training is designed for staff who work directly with families and caregivers, whether in homes, child care, or other early learning environments.

Q: How does this funding opportunity define “community-based agency”? Would an early childhood education nonprofit provider in King County be eligible?

A: In this funding opportunity, “community-based agency” refers broadly to nonprofit human service or early childhood organizations in King County that provide direct services to families with young children. The intent is to fund agencies that are rooted in and responsive to the communities they serve, particularly those serving families with children from birth to five who may be experiencing high levels of stress.

An early childhood education nonprofit provider in King County would be considered eligible as long as the agency and staff meet the other qualifications outlined in the RFA (for example, staff with at least two years of direct work experience with children birth to five and their families, and roles that include at least 50% direct service).

Can I get help with my application?

YES!



BSK provides free technical assistance (TA) to help organizations with their applications.

We want to eliminate barriers to applying for BSK funds.

How can consultants help me?



TA consultants can:

Help you assess the fit between your organization and the RFP

Provide guidance on answering application questions

Review your application, including editing and budget review

● ADDITIONAL RESOURCES

- Email questions to **cpres-CHS@kingcounty.gov**
- Contact **Technical Assistance Providers** directly for support ([Technical Assistance - King County, Washington](#))
- See the **glossary of terms** for a list of relevant definitions



—● QUESTIONS?



King County

Best Starts for
KIDS