

# REQUEST FOR APPLICATION

## Community Engagement Event Sponsorships

(July 1, 2023 through June 30, 2024)



February 2023

## 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**

There are two tiers of funding; Tier 1 up to \$1,000 per event can be awarded for events that are for the general public and have a component for children 0 to 5, Tier 2 up to \$2,500 per event can be awarded for events that are exclusively targeted to children 0 to 5 and their families. Awards will be made until allocated funds are exhausted. The First 5 Merced Commission has allocated up to 50 events/activities to be sponsored throughout the county between the period of July 1, 2023 through June 30, 2024.

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 or geography, other funding sources must be available to supplement First 5's funding.

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

- Have 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 (tier 1) or exclusively target children 0 to 5 and their families (tier 2);
- 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. Application must be received at least 21 days in advance of the event. 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.

Request Forms 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.

## **Request Forms**

A Community Engagement Sponsorship Request must be submitted to First 5 Merced County in order to be considered for funding. Request Forms must be received at least 21 days prior to the event. Requests can be completed at Provide the following information in the Request Forms:

- Requesting organization, address 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

Request Forms 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 Request Forms to:**

Please complete the Community Engagement Request Form by using the link below:

<https://a114508.socialsolutionsportal.com/apricot-intake/c261c8c8-7390-41e3-a944-6261ea6abdcc>

**Note: Applicants will not be able to stop and return to their application, applications must be complete in a single session.**

If you lack access or ability to apply online, please contact First 5 Merced County staff at [first5@countyofmerced.com](mailto:first5@countyofmerced.com) or (209) 385-7337.

### **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 affect subsequent funding opportunities.

Unsuccessful applicants will be notified by email. 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 First 5 Merced County staff via e-mail at [First5@countyofmerced.com](mailto:First5@countyofmerced.com) or phone (209) 385-7337

### **ATTACHMENTS**

Attachment A – Community Engagement Sponsorship Survey

Attachment B – First 5 Merced Nutrition Policy and Guidelines



## Children’s Bill of Rights Community Engagement Sponsorship Program Survey

**Recipient shall submit completed survey within 10 days after the event. Please attach any flyer(s) or other marketing materials used for this event. Commission may request additional information as deemed necessary.**

<b>Organization/Agency Name:</b>		<b>Date Submitted:</b>	
<b>Type of Organization/Agency:</b> (e.g. : Non-Profit, Community, Governmental, Private)		<b>Contract #:</b>	
<b>Event Title:</b>			
<b>Location of Event:</b>		<b>Date of Event</b>	
<p>1. What was the primary target audience?</p> <p style="margin-left: 40px;">Estimated total number of event attendees:</p> <p style="margin-left: 40px;">Estimated number of adults:</p> <p style="margin-left: 40px;">Estimated number of children 0 to 5:</p> <p style="margin-left: 40px;">Estimated number of children/youth 6 and up:</p>			
<p>2. Briefly describe your event (including primary activities) and how it addressed the goals identified in your letter of request.</p>			
<p>3. What types of resources or services were provided to families/participants?</p>			
<p>4. How much non- First 5 funding (in kind or cash) was leveraged?</p> <p style="margin-left: 20px;">\$</p>	<p>Please identify the source/sources of leveraged funding:</p>	<p>Cash donation:</p> <p style="margin-left: 20px;">\$</p>	<p>In kind:</p> <p style="margin-left: 20px;">\$</p>



## Children’s Bill of Rights Community Engagement Sponsorship Program Survey

<p>5. Which of the Children’s Bill of Rights was the event primarily focused on? If more than one, please number (1, 2, 3) <b>primary</b> being first, etc. Maximum of 3 Rights, please.</p> <p>___ 1. KNOWLEDGEABLE AND PREPARED PARENTS AND PRIMARY CAREGIVERS</p> <p>___ 2. STABLE AND NURTURING RELATIONSHIPS</p> <p>___ 3. HOME ENVIRONMENTS THAT MAKE LEARNING A PRIORITY</p> <p>___ 4. RICH AND MEANINGFUL LIFE EXPERIENCES</p> <p>___ 5. SAFETY AND FREEDOM FROM ABUSE AND VIOLENCE</p> <p>___ 6. A HEALTHY ENVIRONMENT</p> <p>___ 7. QUALITY HEALTH CARE</p> <p>___ 8. EXCEPTIONAL CARE, EDUCATION, AND GUIDANCE</p> <p>___ 9. DREAM BIG!</p> <p>___ 10. THE COMMUNITY’S HIGHEST PRIORITY</p>	
<p>6. In what ways was the Bill specifically promoted? (Please submit copies of flyers/advertising materials that promoted the Bill of Rights).</p>	
<p>7. Please describe the primary outcomes and/or benefits achieved as a result of your event. If available, please use data that you have collected (surveys, tallies, etc.) to describe the improved outcomes/benefits.</p>	
<p>8. Please provide event photos (4 to 6 is sufficient), electronically to First 5 Merced County at <a href="mailto:first5@countyofmerced.com">first5@countyofmerced.com</a>.</p>	
<p>Survey Completed By:</p>	<p>Signature:</p>
<p>Phone:</p>	<p>E-mail:</p>



## **FIRST 5 MERCED COUNTY NUTRITION GUIDELINES:**

### **CLARIFICATIONS AND EXAMPLES OF ACCEPTABLE FOODS AND BEVERAGES**

#### **Food and beverages for functions where children are not present**

- Moderate or reduced levels of fat, saturated fat and/or cholesterol
  - Any meat or poultry that contains less than 10 grams of fat, 4.5 grams or less of saturated fats, and less than 95 milligrams of cholesterol per 100 grams and per labeled serving size\*
  - Grilled or baked lower fat animal products such as but not limited to chicken, turkey, and seafood as well as low-fat dairy options.
  - Nuts, seeds and dried fruit
  
- Moderate or reduced levels of sodium
  - 5% (115 milligrams) to 10% (230 milligrams) of the daily recommended value (2300 milligrams) of sodium per serving\* is considered a low to moderate level of sodium or salt.
  - Fresh or frozen meat, poultry, fish or shellfish.
  - Eggs.
  - Naturally low-sodium cheese (Swiss, goat, brick, ricotta, fresh mozzarella).
  - Cream cheese (light and skim).
  - Fresh, frozen, canned, or dried fruits.
  - Fresh vegetables without added sauces.
  - Low-sodium tomato juice or V-8 juice.
  - Low-sodium
    - Old-fashioned oats, quick cook oatmeal, grits, Cream of Wheat or Rice, shredded wheat.
    - Pasta (noodles, spaghetti, macaroni).
    - Rice.
    - Low-sodium crackers.
    - Granola
    - Corn tortillas.
    - Plain taco shells.
    - Unsalted nuts.
    - Low-sodium potato chips, pretzels, popcorn, and other snacks.



- Moderate or reduced levels of sugar.
  - 5% (2.5 grams) to 10% (5 grams) of the daily recommended value (50 grams) of sugar per serving\* is considered a low to moderate level of sugar.
  - Milk
  - 100% juice
  - All fresh, frozen, canned, and dried fruit
- High levels of dietary fiber are encouraged.
  - Fruits
  - Vegetables
  - Whole wheat breads and crackers
- Clean and safe drinking water
  - Bottled or filtered

*\*Moderate or Reduced levels are based on the serving size identified on the food label and not the total amount in the container. Always refer to the food label, on the packaging, in order to help you make informed food choices. Please review the food label informational*

### **Food and Beverages for licensed child care settings (based on Healthy Beverage Bill AB 2804) and functions where children are present**

#### AB2804 Recommendations

- One percent or non-fat milk for children two years and older
- One serving per day of 100% percent juice (Consider whole fruit slices instead of juice)
- Water
- No beverages with added sweeteners, natural or artificial

#### First 5 Recommendations

- Fruits and vegetables
- Whole Grains
- Protein
- Minimally processed foods that follow the fat, sodium and sugar recommendations for adults.
- Alternative selections should be available for children that have food sensitivities/allergies and/or require easy swallowing options.

### **Suggested Menus for First 5 funded functions where children are not present**

#1: Pizza (chicken or 1 processed meat product with assorted vegetables) with salad and fruit with water

#2: Sandwiches with salad and fruit with water

#3: Polio a la plancha (grilled Chicken) with beans or rice, salad or fruit with water

#4: Chicken Tacos or Tostadas (made with corn tortillas) topped with onions, tomatoes, carrots, and lettuce, fruit and water

#5: Chicken, tofu or lean, minimally-processed pork (grilled or boiled) with sticky rice, greens/vegetables fruit and water

### **Suggested Snacks for First 5 funded functions**

- Popcorn
  - Skinny Pop Original Popcorn, 0.65oz bag
  - Smart Food Popcorn, 0.5oz bag
  
- Trail Mix/Mixed Nuts
  - Wonderful Pistachios & Almonds Roasted and Salted Pistachios, .75oz bag
  - Blue Diamond Almonds Low Sodium Lightly Salted Nuts, 100 Calorie, 0.8oz bag
  - Nature's Garden Organic Trail Mix Snack Pack, 1.2oz bag
  - Orchard Valley Harvest Honey Roasted Mixed Nuts, 1oz bag
  - Daily Fresh Healthy Mix Original, 1oz bag
  - Blue Diamond Almonds Oven Roasted Dark Chocolate Flavored Nuts, 100 Calorie, 0.8oz bag
  
- Crackers
  - Wheat Thins Original Whole Grain Wheat Crackers, 1oz snack pack
  - Triscuit Crackers Hint of Salt, 28g (6 crackers)
  - Ritz Whole Wheat Cracker, 15g (5 crackers)
  
- Chips
  - Baked Tostitos Tortilla Chips/Scoops, 1oz

- Fruit Snacks
  - Stretch Island Fruit Leather Snacks Variety Pack, Cherry, apple, strawberry, apricot, grape, raspberry, 0.5oz
  
- Misc. Snacks
  - Made Good Granola Minis Organic Snack Pack, 0.85oz
  - Friendly Grains Crunchy Rollers Organic Rice Snacks - Original Brown Rice twin pack
  - Dole No-Sugar Added Mandarin Oranges, 1 container, 113 grams

*Note: Snack foods may be served with fruit and/or fresh vegetables, low-fat/low-sodium cheeses, dips made with light/skim cream cheese and water for a more balanced meal.*

**Note: For events where children are present please follow AB 2804 Recommendations.**

If you have any questions regarding any information contained in this document, **please contact First 5 Merced County at [First5@countyofmerced.com](mailto:First5@countyofmerced.com).**

Thank you for your ongoing partnership.