

REQUEST FOR APPLICATION

Community Engagement Event Sponsorships

(July 1, 2022 through June 30, 2023)



January 2022

Community Engagement Sponsorship Program

The 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 (2) 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 primarily 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 \$50,000 for events/activities will be sponsored throughout the county between the period of July 1, 2022 through June 30, 2023.

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:

- 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 directly 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, but May 26, 2023 is the last day to apply with the required advance notice of 5 weeks. 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 **5 weeks prior to the event**. Provide the following information on the attached form Attachment A in the letter (a PDF and Word version are available on the First 5 Merced Website at

<https://app.box.com/s/qx2641edcelzbu4w3z8cluv6orspk11x>):

- 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

Applications 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 electronic copies, please submit letters of request to:

Please submit electronic letters of request as an email attachment to Marie Pickney at first5@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 (this must be received before the event).

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 within 10 days after event (please use Attachment B).

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 First 5 Merced County staff via e-mail at First5@countyofmerced.com or phone (209) 385-7337

ATTACHMENTS

Attachment A – Community Engagement Sponsorship Request Form

Attachment B – Community Engagement Sponsorship Survey

Attachment C – First 5 Merced Nutrition Policy and Guidelines

Attachment A – Community Engagement Sponsorship Request Form



Community Engagement Sponsorship Request Form

Event Name:	
Event Location:	
Event Description	
Event Goal:	
Collaborating Partners:	Enter Collaborating Partners
Event Date:	
Event Time:	
Event Budget:	
Number of Attendees:	
Number of Attendees 0 to 5:	

Choose the Funding Tier (Please Select One)

- Tier I – General Community Event with Component for Children 0 to 5 - \$1,000
- Tier II – Community Event Directly Targeting Children 0 to 5 and Their Families \$2,500

Children’s Bill of Rights (All Events Must Connect to at Least One Item Below)

- ALL CHILDREN HAVE THE RIGHT TO have parents and caregivers who are prepared and educated to become the “most important persons in the world” to their children.
- ALL CHILDREN HAVE THE RIGHT TO have parents and caregivers who recognize and effectively fulfill their responsibilities for nurturing, loving, and supporting their children.
- ALL CHILDREN HAVE THE RIGHT TO live in stable home environments with routines that prioritize learning and optimal development, including regular healthy meals, enough sleep, support of learning, good hygiene, and plenty of physical activity.
- ALL CHILDREN HAVE THE RIGHT TO participate in varied and meaningful enrichment experiences introducing them to the arts, nature, sciences, and cultures, which demonstrate life’s beauty, richness, and human potential.
- ALL CHILDREN HAVE THE RIGHT TO live in homes free from mistreatment, abuse, and neglect, and in communities without violence, drug use, and gang influence.
- ALL CHILDREN HAVE THE RIGHT TO live and grow in a healthy environment with clean air and water, affordable healthy foods, and spaces safe for exploring, play, and physical activity.
- ALL CHILDREN HAVE THE RIGHT TO affordable and accessible physical, dental, and mental health care, including early identification and timely services.
- ALL CHILDREN HAVE THE RIGHT TO high-quality care, education, and guidance— from their earliest years through young adulthood—that promote

achievement, success in life, and a love for lifelong learning.

DREAM BIG!

- ALL CHILDREN HAVE THE RIGHT TO be encouraged to “dream big”, to be challenged, and to live their lives with hope and inspiration.

- ALL CHILDREN HAVE THE RIGHT TO live in a community that demonstrates daily that all of its children are its #1 priority as evidenced through its commitment of time, money, effort, and unified support.

Merced County Children’s Bill of Rights Promotion Plan
Community Engagement
Support Services
Event History
Use of First 5 Merced Funds

Attachment B - Community Engagement Sponsorship Survey



Community Engagement Sponsorship Survey

Recipient shall submit completed survey 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.

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

5. Which of the Children’s Bill of Rights was the event primarily focused on? If more than one, please number (1, 2, 3) **primary** being first, etc. Maximum of 3 Rights, please.

#

- 1. KNOWLEDGEABLE AND PREPARED PARENTS AND PRIMARY CAREGIVERS
- 2. STABLE AND NURTURING RELATIONSHIPS
- 3. HOME ENVIRONMENTS THAT MAKE LEARNING A PRIORITY
- 4. RICH AND MEANINGFUL LIFE EXPERIENCES
- 5. SAFETY AND FREEDOM FROM ABUSE AND VIOLENCE
- 6. A HEALTHY ENVIRONMENT
- 7. QUALITY HEALTH CARE
- 8. EXCEPTIONAL CARE, EDUCATION, AND GUIDANCE
- 9. DREAM BIG!
- 10. THE COMMUNITY’S HIGHEST PRIORITY

6. In what ways was the Bill specifically promoted? (Please submit copies of flyers/advertising materials that promoted the Bill of Rights).

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.

8. Please provide event photos (4 to 6 is sufficient), electronically to First 5 Merced County at first5@countyofmerced.com.

Survey Completed By:	Signature:
Phone:	E-mail:

Attachment C - First 5 Merced Nutrition Policy and Guidelines**NUTRITION GUIDELINES**

Contractors are required to adhere to the nutrition guidelines identified in their executed contractual agreements with First 5 Merced County (see Section 9, Tobacco & Nutrition). This document provides additional information regarding the guidelines and is applicable to all meetings, trainings, functions, programs and agreements that are made available through First 5 Merced County funding. Expenditures that do not comply with the guidelines below may not be reimbursed.

1. Foods and beverages purchased with First 5 funds that are offered at meals and breaks/snack times should be nutritious and provide variety and choice. This includes fruits, vegetables, low-fat dairy products and whole grains. Servings should also incorporate age-appropriate portion sizes.
2. Food and beverage choices should have moderate or reduced levels of fat, saturated fat, cholesterol, sodium and sugar. Options with high levels of dietary fiber are encouraged. Clean and safe drinking water should be available at all times.
3. Beverages provided in licensed child care settings and First 5-sponsored functions where children are present should be consistent with the Healthy Beverage Bill (AB 2804), which generally allows the following beverage options:
 - One percent or non-fat milk for children two years and older
 - One serving per day of 100 percent juice¹
 - Water
 - No beverages with added sweeteners, natural or artificial

¹Consider serving whole fruit slices in place of 100% juice

Nutrition education resources and food selection ideas are available through the Merced County Health Department and/or First 5 Merced County.

Questions or clarification regarding these nutrition guidelines and any particular circumstances may be addressed by contacting First 5 Merced County staff.



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 10g of fat, 4.5g or less of saturated fats, and less than 95mg of cholesterol per 100g 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% to 10% of the daily recommended value (2300mg) of sodium per serving is considered a low to moderate level per serving.
 - 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% to 10% of the daily recommended value (50g) of sugar per serving is considered a low to moderate level per serving.
- 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

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 outline for adults
- Alternative selections should be available for children that have food sensitivities/allergies and/or require easy to swallow options

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

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

- Polio a la plancha (grilled Chicken) with beans or rice, salad or fruit with water
Chicken Tacos or Tostadas (made with corn tortillas) topped with onions, tomatoes, carrots, and lettuce, fruit and water
- Chicken, tofu or lean, minimally-processed pork (grilled or boiled) with sticky rice, greens, fruit and water

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.**

Thank you for your ongoing partnership.