

Request for Proposals Safe Children's Products Outreach Grants Program

I. Background

The Public Health Trust (PHT) is a project of the Public Health Institute, located in Oakland, California. PHT manages funds generated in litigation about public health issues, and uses the funds for public health programs in accordance with a litigation settlement agreement.

The Public Health Trust was selected to design and administer a grants program with funds from the settlement of *People of the State of California v. Mattel, Inc. et al.*, a suit alleging that Mattel and other companies sold certain toys with lead in violation of California's Proposition 65 and other applicable laws. The Public Health Trust is managing \$551,000 in settlement funds for projects to test toys and other children's products for the presence of lead and to inform the public about the problem of lead in children's products and about recalls of children's products because of lead problems.

II. Request for Proposals

PHT, the administrator of this grant program, is seeking proposals for projects to educate the public about the dangers of lead exposure in children, implement outreach measures with respect to recalls of children's products due to lead, and assist parents and others in choosing safe consumer products for children. **Three grants of up to \$70,000 will be funded, inclusive of indirect costs of up to 12%, and for a grant period not to exceed 18 months.**

Applicants may be nonprofit organization(s) with Sec. 501(c) (3) status or with a fiscal agent, or governmental agencies. Non-profits applying for funds must be based in California or have a significant California presence. Experience in educating the general public about lead poisoning in consumer products is required of the Applicant itself or among its partner organizations or working group members.

Outreach projects will make use of materials being developed under a separate grant. Materials may include fact sheets, a power point presentation, a press kit, a video PSA, and mobile applications to access www.HealthyToys.org. Materials will be available in both English and Spanish, and may be available in other languages as well.

Applicants planning to work in non-English speaking communities must be able to demonstrate the cultural competence necessary to work with those communities as well as an ability to communicate fluently with those communities.

In addition to new projects, PHT will consider proposals for funding the enhancement and/or expansion of existing projects.

PHT acknowledges that not all applicants will have the capacity to carry out a statewide project. Regionally and locally focused projects will be considered provided the proposals demonstrate that communities most at risk will be reached.

Proposals will be scored according to their responsiveness to this RFP. **Bonus points** will be given for proposals in which the grantee presents 1) a reasonable plan for the continuation of the activities by the grantee after the grant period ends, or 2) a model program that can be replicated by other organizations at low cost.

III. Program Goals

The goal of this grant program is to safeguard children in California from lead-contaminated children's products. The funded projects will focus on the following objectives:

- To inform consumers about the effects of lead exposure on the health of children; and
- To inform consumers, including those who have limited or no access to the internet and/or who speak little or no English, about recalls due to lead.

The project may also have one or more of the following objectives:

- To facilitate consumer access to toy testing events to which they may bring toys to be screened or tested for lead; and/or
- To facilitate consumer access to information about which consumer products have already been tested and whether they contain lead.

IV. Required Elements

1. Cover Letter:

- Briefly explain the purpose of the request, the dollar amount requested and how the funds will be spent.
- Provide the primary contact person's name, title, address, daytime telephone number and e-mail address.
- The cover letter must be signed by the executive director, principal investigator or other person authorized to represent the applicant.

- The cover letter should be addressed to Brenda Drake, Director, PHT, and include the name of the funding program “Safe Children’s Products Outreach Grants Program.”

2. The Proposal

Background and significance (2 pages *maximum*):

Describe the applicant organization’s understanding of the issues related to lead exposure in children from consumer products as well as lead exposure prevention activities in the targeted community or communities.

Project goals, objectives and methods (4 pages *maximum*):

- Describe the method of consumer outreach proposed and how it will be carried out and how the educational materials will be utilized.
- If the proposal includes testing or screening for lead, describe the testing activities, and how they will be carried out, and describe how the organization will gain access to children’s products for testing and to testing equipment, and how it will develop protocols for testing and safety.
- Provide a work plan, indicating the specific tasks to be undertaken in developing, implementing and evaluating the outreach and any other activities.
- Describe the demographic and geographic scope of the project and the target population, how and why it was selected, and how many consumers the project expects to reach.

Anticipated barriers/solutions (2 pages *maximum*):

Please describe anticipated barriers or challenges (e.g. cultural, linguistic, political, geographic, etc.) and plans to address them.

Evaluation (1 page *maximum*):

Describe the evaluation method to be used to measure the success of the proposed project. Both process and outcome measures should be included.

Timeline (1 page *maximum*):

List each task specified in the work plan and display the projected timeline. The time line should not exceed 18 months. [Note: Timelines may be negotiated prior to awarding of grants.]

Budget and justification (no page limit):

Provide a detailed budget for all activities. The budget should include:

- Line items for all personnel, fringe benefits, operating expenses, consultants and subcontractors, travel, equipment over \$500, and materials/supplies.
- A budget narrative explaining each line item in reasonable detail.

- Any in-kind services from collaborating organizations or others should be indicated in the budget.
- Indirect costs will be provided at a maximum of twelve percent of the direct costs for the project. The indirect costs are included in the total amount of the grant.

[Note: Final budget amounts may be negotiated prior to awarding of grants.]

Organizational Capacity (2 pages *maximum*):

Describe the organization’s ability to implement the proposed activities.

Include the following information:

- Explanation of the ways in which this proposal relates to the organization’s mission, goals and experience and those of any partner organizations, consultants or sub-contractors that will work on the project.
- Description of the organization’s experience in outreach and education programs.
- If relevant, description of the organization’s experience testing consumer products for lead and other toxic chemicals.
- Description of the organization’s cultural competency relevant to the proposed project.
- Brief summary of the organization’s current programs and activities, related programs, organizational accomplishments or other strengths.
- List the names and qualifications of key staff and/or volunteers who would work on the proposed project, including their experience with this kind of project.
- Description of the organization’s relationship with stakeholders, such as community residents, parents, retailers or others constituents.
- Description of the organization’s working relationships, if any, with relevant environmental or public health agencies and non-profit groups.

3. Attachments

- A one page list of the members of the organization’s board of directors, with primary affiliation and city of residence, indicating officers of the board.
- A copy of the organization’s IRS 501(c)(3) tax determination letter (or that of its fiscal agent);
- Financial Information including:
 - the organization’s current annual budget, including revenues and expenses, summarized on one page;

- a list of grants and other sources of revenue received over the last year, indicating each source's name and the amount of revenue received; and
- audited financial statements for the last fiscal year.
- Letters of collaboration from key consultants, sub-contractors, and partner organizations involved in the proposed project, specifically stating their role in, and contributions to, the project.
- Phone or email contact information for three individuals who are familiar with the applicant's work (e.g., colleagues, public agency representatives, representatives of peer organizations or collaborative partners), but who are not directly affiliated with the applicant.
- Other information directly relevant to the proposal may be included (e.g. press clippings, fact sheets). **Please limit this information to three pages.**

V. Format

Submit an original and four copies of the proposal according to the following instructions:

- The proposal should be typed with one-inch margins on all sides.
- Please title each section of your proposal according to those used in this RFP.
- The header of each page must include the name of the applicant organization. The footer of each page must include the page number. Both header and footer should be justified to the right of the page.
- To conserve resources, PHT prefers that proposals be double-sided and/or printed on recycled or tree-free paper.
- Please do not use plastic folders or unnecessary presentation materials.

VI. Project Reporting

Advance funding will be provided in increments. Progress reports and a budget analysis must be submitted and approved by the Director of the Public Health Trust prior to the receipt of additional funds. Ten percent of the grant award will be withheld until a final project report is submitted by the grantee organization and approved by the Director of the Public Health Trust.

VII. Scoring of Proposals

The following points will be awarded for various sections of the application.

Content Area	Points
Background and context	10
Goals, objectives, methods	35
Barriers/solutions	10
Evaluation	10
Timeline	5
Budget and justification	10
Organizational capacity	20
TOTAL	100
Bonus*	10

* Given for proposals in which the grantee presents 1) a reasonable plan for the continuation of the activities after the grant period ends, or 2) a model program that can be replicated by other organizations at low cost.

VIII. Deadline

Your proposal must be received no later than 4pm July 24, 2009.

Copies submitted via E-mail or fax will not be accepted.

Applicants will receive notice of a decision within 6 weeks of submission.

IX. Address all correspondence and submit completed proposals to:

Safe Toys Outreach Grants Program
Public Health Trust
2201 Broadway, Suite 502
Oakland, CA 94612

Questions about the RFP process may be submitted via email to mdalsin@phi.org

PHT will hold an optional **informational teleconference for potential applicants June 25, 2009, at 10am**. All questions submitted (via email or on the teleconference) and answers will be posted on the PHT website no later than Tuesday June 30, 2009. Contact Mary Dalsin at mdalsin@phi.org or 510-302-3331 to learn how to access the teleconference.