



## **The Parenting Center**

### **Request for Proposals**

#### **Healthy Marriage and Relationship Education Grant-Funded Program**

#### **Seeking Employment Services Partnership**

**Application Opens: March 22, 2017**

**Due Date for Applications: April 5, 2017**

**The RFP will be available on The Parenting Center website for the duration of the application.**

## Executive Summary

The Parenting Center, a 501c3 non-profit organization, was selected in October 2015 as 1 of 46 grantees in the nation to receive a Healthy Marriage and Relationship Education Grant through the U.S. Department of Health and Human Services, Administration for Children and Families, Office of Family Assistance (Funding Opportunity Number HHS-2015-ACF-OFA-FM-0985). The initial phases of the grant included the launch of a federal research project, the Strengthening Relationship and Marriage Education Services (STREAMS) study. The Parenting Center was selected as one of only six sites nationally to participate in a research study to evaluate the effectiveness of its healthy relationship program. The research is conducted through the U.S. Department of Health and Human Services, Administration for Children and Families, Office of Planning, Research, and Evaluation (OPRE), which contracts Mathematica Policy Research, Inc. to conduct the research. The Empowering Families Project, therefore, participates in a randomized control trial, and the research sample population is being enrolled through Fall 2018.

The Empowering Families Project boasts an innovative program design that integrates healthy relationship and family psycho-education with financial and employment coaching. These three areas – family life, finances, and work – are known to be three vitally important spheres of life that interact, and therefore can have important positive or negative effects on each other. Affecting change in each of these areas allows families to make great strides for the well-being of both parents and children in the family.

**The Parenting Center is seeking a partnership to provide economic stability and mobility services that will improve employability and family income for Empowering Families clients.**

## Program Description

Empowering Families will enroll approximately 875 couples and serve 500 couples during the research study (enrollment ending fall 2018). The program seeks to provide some employment services to all participants and uptake of individual services for 40% of participants, or about 200 individuals per year. Beginning October 1, 2018 the number of couples served will reduce to approximately 200 couples served per year (services and funding end fall 2020), a portion of whom will receive employment services.

In the Empowering Families Project model, The Parenting Center in central Fort Worth is designed to be the primary location of services. Clients complete an intake appointment during which they complete a baseline survey. Clients are assigned to either the Program Group or the Research-Only Group by the

research algorithm. The Research-Only Group is ineligible to complete Empowering Families services for one year, but is provided with an incentive and other community resources.

The Empowering Families Program Group receives an 8-week workshop series that meets once weekly for 2.5 hours. The workshop is a combination of Family Wellness MAP for Marriage and Survival Skills curricula, and integrates a financial literacy curriculum and a career visioning curriculum. The Parenting Center provides ongoing case management and curriculum reinforcement services through Family Support Specialists, who provide case management for a total of about six months.

Additionally, through a partner agency, Empowering Families project has created tailored financial literacy curriculum that flows well and uses similar language to the Family Wellness curricula. The Empowering Families project provides financial education during the workshop series, individual financial coaching with the couples, and provides a matched savings.

Empowering Families serves both members of the couple. Each member of the couple must be 18 years or older, and at least one partner must have at least one child who lives with them at least half-time. The couple must speak English or Spanish, and services must be delivered in both languages.

***Empowering Families is requesting proposals for employment-related services to be delivered to program participants.*** Applicants should propose how they will provide employment services, including the following.

- 2.5-hour employment readiness class, integrated into healthy relationship and parenting series (approximately twice per month, usually evenings or weekends)
- Individual job and career advancement services designed to improve clients' income, and long-term economic stability and mobility (see Content of Application below for more details)
- Services to build employer relationships that will benefit Empowering Families clients
- Services that create a fully integrated program between the family-oriented and financial literacy services already in place

Details of requirements for proposals are included below, in the section entitled Content of Application. Empowering Families intends to initiate this partnership immediately.

## Eligibility Information

All sub-contractors on the Empowering Families project must meet guidelines set forth by US. Department of Health and Human Services, Administration for Children & Families, Office of Family Assistance.

## Funding Levels.

April 10, 2017-September 30, 2017: \$300,000

September 30, 2017 – September 29, 2018: \$450,000

September 30, 2018 – September 29, 2019: \$350,000

September 30, 2019 – September 29, 2020: \$200,000

## Cost Reimbursement

The contractor must manage resource transfer on a cost reimbursement basis by submitting monthly invoices for allocable costs. The Agency is not obligated to pay unauthorized costs or to pay more than the Agency's reasonable, allowable, and actually incurred costs consistent with federal and state regulations. The contractor is responsible for submitting invoices in an accurate and timely manner for each month.

## Content of Application

Proposals must describe a skills-based, evidence-based approach to employment assistance. Applicants should include the theory of change and philosophy of service provision that would drive the proposed services.

Proposals should discuss organizational experience and capacity to design and implement a comprehensive program that will enhance the employability skills of low-income participants and help them secure job opportunities (which may include subsidized employment). Applicants should describe their existing relationships to employers, and how those relationships would benefit participants in the program. Proposals should describe experience and capacity in helping participants attain marketable skills that will lead to long-term unsubsidized employment, and how the applicant will increase the number of clients who earn a living wage through participation in the program. Applicants are encouraged to provide data regarding previous programmatic success in achieving similar goals.

Proposals should describe how a client's service needs, aptitudes, skills, and experience will be assessed, and how assessments will correlate to appropriate services. Applicants must include a plan to provide the services and activities listed below.

- Alignment of education and training programs with in-demand occupations
- Career counseling and assessment of skills, aptitudes, abilities, and support services
- Encouraging career-advancing education
- Job readiness, job search, job training, job placement, and job retention supports

Proposals may consider providing the additional services below, and may also propose additional services designed to achieve job advancement for participants.

- Basic technology training
- Pre-employment or soft-skills development that may include basic academic skills
- Subsidized employment opportunities
- Individual training accounts
- Opportunities for apprenticeships, internships, or on-the-job-training

Applicants must describe their strategies to contribute to Empowering Families participant recruitment, client engagement, client retention, and completion of program objectives, which include improving family functioning, financial well-being, and income. Applicants should include proposed output and outcome measures, and plans to monitor service delivery, performance, and outcomes.

Applicants must include a project plan timeline, with a focus on timeline for immediate implementation.

Applicants should include a line-item budget and detailed budget narrative covering the entire project period, April 10, 2017 through September 29, 2020. Project budget calculations must include estimation methods, quantities, unit costs, and other similar quantitative detail sufficient for the calculation to be duplicated. The budget should be organized into object class categories, which are limited to the following. (Construction is unallowable under this funding).

- Personnel
- Fringe Benefits
- Travel (out of town)
- Equipment
- Supplies
- Contractual
- Other Costs
- Indirect Costs

For more detail, please refer to HHS federal Standard Form 424A.

## Application and Submission Information

Applicants must submit a proposal that includes all elements required above. Proposal should not exceed 5 pages, excluding budget information. Please submit applications to all agency contacts listed below via email.

Applicants must submit a proposal that includes all elements required above. Proposal should include the following information (more detail included in Content of Application, above).

1. Proposal Summary
2. Organizational capacity and previous success
3. Program Summary
  - a. Assessment plan
  - b. Theoretical basis and evidence-based support for program design
  - c. Work readiness services proposed
4. Plan to contribute to Empowering Families recruitment, client engagement, and client retention
5. Proposed outputs and outcomes, and continuous quality improvement plan
6. Project plan timeline, focused on immediate implementation
7. Line-item budget and Budget narrative

## Submission Date

All documents must arrive at The Parenting Center by April 5, 2017, 12:00 noon. Central Time.

The Parenting Center  
C/O Empowering Families  
2928 W. 5<sup>th</sup> Street  
Fort Worth, Texas 76107

Please submit via email to both email addresses below **or** provide a thumb drive with the application delivered by mail or in person by the submission date to the address above.

## Application Review and Selection

Award will be made on April 7, 2017. All applicants will be contacted on that date.

Proposals will be evaluated on three key areas:

- The quality and number of employer relationships.
- The quality of the work readiness services offered.
- Partnership potential. This is a great opportunity to form a true collaboration to meet the needs of the clients under the goals and conditions set out by OFA.

<b>Evaluation Rubric</b>	<b>Points</b>
<b>Proposal Summary</b>	5
<b>Organizational capacity and previous success</b>	10
<b>Quality and number of employer relationships</b>	25
<b>Program Summary</b>	
<b>Assessment plan</b>	5
<b>Theoretical basis and evidence-based support for program design, including partnership potential with The Parenting Center and STREAMS evaluation</b>	20
<b>Work readiness services plan</b>	40
<b>Plan to contribute to Empowering Families recruitment, client engagement, and client retention</b>	15
<b>Proposed outputs and outcomes, and continuous quality improvement plan</b>	15
<b>Project Plan Timeline</b>	10
<b>Line Item Budget and Budget Narrative</b>	10
<b>Good stewardship of resources</b>	20
<b>Total</b>	<b>175</b>

## Agency Contacts

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