

CORE Investments RFP Application

A. Summary and Contact information:

- a. Legal Name of Agency: Click or tap here to enter text.
- b. Federal Tax ID: Click or tap here to enter text.
- c. Name of Program/Project, if different from Agency: Click or tap here to enter text.
- d. Head of Agency
- e. Primary Address
- f. Primary Telephone
- g. Website
- h. Program Address, if different from above
- i. Primary Program Contact Name:
 - i. Telephone
 - ii. Email
- j. Entity Type (501 c3 or educational entity)
- k. Total Agency Revenue
- l. Proposed Program Budget
- m. Amount of CORE Funding Requested (select one)
 - i. Up to \$25,000
 - ii. Between \$25,001 and \$150,000
 - iii. Between \$150,001 and \$500,000
- n. Provide exact amount of CORE funding requested
- o. Does your organization have a dedicated grant writer on staff who helped respond to the RFP? Y/N
- p. Did your organization contract with an external grant writer who helped respond to this RFP? Y/N
- q. Please include the following documents: (1) a Statement of Financial Position or Balance Sheet; (2) a Statement of Activities or Statement of Revenues and Expenses; (3) a Cash Flow Statement; and (4) a Statement of Functional Expenses (5) W9

Proposed Program Overview and the Results Based Accountability (RBA) Framework

This Proposal requires you to explain the workings of your program including your goals, equity considerations, population(s) you intend to serve, proposed activities, program outcome indicators, and organizational capacity. For programs that are selected to be funded, a **Results-Based Accountability (RBA)** framework will be used to collect and measure data on program progress focused on: activities and participants, how much programs were able to achieve, how well services were provided, and is anyone better off because of program services. You will be required to capture demographic data and to survey program participants or beneficiaries.

RBA Framework

- **How much** are programs/services able to achieve:
 - Activities- How many services are provided.
 - Unduplicated Participants- The number of people served and their demographics.
- **How well** are programs/services provided:
 - Quality Survey- All programs will conduct a participant survey asking how satisfied individuals are with the services they received.
- **Is anyone better off** as a result of the program/services:
 - Outcome Indicators- All programs are required to collect data on whether individuals are better off due to the services received.

Program Background (These answers are not scored)

1. Please provide a brief description of the program you are requesting to fund in FY 2025-28. (Character limit: 600, includes spaces)
Click or tap here to enter text.
2. Is the program for which you are applying for CORE funding a new or existing program at your agency?
 - a. New
 - b. Existing Program
 - i. How many years has your agency provided this program? (Character limit: 25, includes spaces)
3. Please select one CORE Condition for Health and Well-being and associated Impact Statement that the program will primarily impact. Although all CORE Conditions are interconnected, please select the condition that is most relevant to your work.
 - a. Lifelong Learning & Education: Equitable access to high-quality education and learning opportunities. For more information on this Impact Statement [click here](#).
 - b. Thriving Families: Increased resilience of children and youth. For more information on this Impact Statement [click here](#).
 - c. Thriving Families: Increased resilience among older and dependent adults. For more information on this Impact Statement [click here](#).
 - d. Healthy Environments: Safe, affordable, accessible recreation spaces. For more information on this Impact Statement [click here](#).Choose an item.

Statement of Needs and Strengths: Why do it?

(This section is worth 20 points; see individual question totals)

In your responses, please consider both the CORE information on equity provided in the RFP and the County of Santa Cruz's Equity Statement, which is as follows:

“Equity in action in Santa Cruz County is a transformative process that embraces individuals of every status, providing unwavering support, dignity, and compassion.

Through this commitment, the County ensures intentional opportunities and access, fostering an environment where everyone can thrive and belong.”

4. How do inequities contribute to the need, challenge, or issue the program will address and who does it impact? Include and identify relevant data from secondary sources (such as those listed on DataShare <https://www.datasharescc.org> or other websites) and/or primary sources (such as staff or participant surveys, town halls, or focus groups). Be sure the needs, challenges, or issues you describe are related to the CORE Condition and Impact Statement you selected above. (15 points; Character limit: 3,000, includes spaces)
Click or tap here to enter text.
5. Describe the community strengths or assets that can be leveraged by your program to help address the inequities described in Question 4. (5 points; Character limit: 1,000, includes spaces)
Click or tap here to enter text.

Proposed Approach: What should be done?

(This section is worth 35 points; see individual question totals)

6. Describe in detail the program or service you are proposing that will address the inequities contributing to the need, challenge, or issue described above and relates to your selected CORE Condition and Impact Statement. (10 points; Character limit: 2,000, includes spaces).
7. Please choose your program's place on the [CORE Investments Continuum of Results and Evidence](#) (This answer not scored.):
 - a. Emerging
 - b. Good Idea
 - c. Effective Practice
 - d. Evidence-based Practice
8. Explain the key activities you will provide as part of your proposed program. The activities should align to the Program Description and Statement of Needs and Strengths. The program should include at least one activity but may include up to six activities. (10 points total)
 - a. Describe each activity or service and how it will make an impact on the needs and strengths (Character limit: 1,000 per activity, includes spaces)
 - b. Provide the total number of activities or services during the contract term of FY 25-28. These should be stated "in counts" (e.g.,100 counseling sessions) (Character limit of 100, includes spaces)
 - c. Fiscal year (FY) implementation of activity or service (choose one):
 - i. FY 2025-26
 - ii. FY 2026-27
 - iii. FY 2027-28
9. Programs are required to collect standardized client satisfaction data (survey provided by the county) of each program participant **based solely on the CORE funding**. The data is due at the end of each FY in the Annual Progress Report to measure the quality of CORE funded services. Describe how your program will provide the client satisfaction questions to the people served. (5 points; Character limit: 1,000, includes spaces)
10. Provide up to three outcome measures you will use to track that your program or services will work as intended. These should be specific measurable accomplishments you hope to achieve that link to the CORE Condition and Impact Statement you plan to address in your program. Use the [SMARTIE format](#) (Specific, Measurable, Action Oriented, Relevant, Time Bound, Inclusive, and Equitable) (10 points; Character limit for each outcome: 400, includes spaces)

Examples of how this would read are:

Expand nutrition program for older adults into three new community centers by the end of June 2026, with the consultation of community members that are representative of the community (by age, gender, race and other characteristics found in Census data) advising the expansion.

or

In FY 2025-26, the program will provide families who identify as Hispanic or Latino with financial literacy classes in Spanish and 90% of families who complete the course will open a checking or savings account with a local bank.

Proposed Approach: Who do you intend to serve?

(This section is worth 15 points, see individual question totals)

11. Please estimate the total unique number of unduplicated participants (i.e., # served) by Fiscal Year. Numbers do not need to be exact, however they should reflect the estimated unduplicated participants intended to be served by this **CORE funding request only**, not other program or grants. If your program will use multiple funding sources, please estimate the participants served through **CORE funding only**. *(This answer not scored.)*

| Year | Unique # of CORE funded Participants |
|-------------|---|
| FY 2025-26 | Click or tap here to enter text. |
| FY 2026-27 | Click or tap here to enter text. |
| FY 2027-28 | Click or tap here to enter text. |

12. During the CORE Contract Cycle for Fiscal Year (FY) 25-28, please estimate the unduplicated participants you expect to serve by the **demographic categories** below. Demographic goals can exceed 100% for the race/ethnicity and gender because participants may select all that apply.

Please note: Answers, including estimated participants, will be used to inform the resulting contract, if an award is granted to the program. **If you are not providing direct services to community members please fill in the below sections with estimates of program population impact. This should be as specific as possible.** *(Answers to these tables not scored.)*

| Age | Percentage |
|-------------|-----------------------------------|
| 0-5 | Click or tap here to enter text.% |
| 6-18 | Click or tap here to enter text.% |
| 19-59 | Click or tap here to enter text.% |
| 60 and over | Click or tap here to enter text.% |
| Total | 100% |

| Ethnicity | Percentage |
|------------------|-----------------------------------|
| African American | Click or tap here to enter text.% |
| Asian | Click or tap here to enter text.% |
| Hispanic/Latino | Click or tap here to enter text.% |

| | |
|---|------------------------------------|
| Multi-racial | Click or tap here to enter text. % |
| Native American/Alaskan | Click or tap here to enter text. % |
| Native Hawaiian/Pacific Islander | Click or tap here to enter text. % |
| White | Click or tap here to enter text. % |
| Other: Click or tap here to enter text. | Click or tap here to enter text. % |
| Totals May Exceed 100% | |

| Gender | Percentage |
|---|------------------------------------|
| Female | Click or tap here to enter text. % |
| Male | Click or tap here to enter text. % |
| Transgender - Female | Click or tap here to enter text. % |
| Transgender - Male | Click or tap here to enter text. % |
| Non-Binary | Click or tap here to enter text. % |
| Other: Click or tap here to enter text. | Click or tap here to enter text. % |
| Totals May Exceed 100% | |

| Primary Language | Percentage |
|---|------------------------------------|
| English | Click or tap here to enter text. % |
| Spanish | Click or tap here to enter text. % |
| Other: Click or tap here to enter text. | Click or tap here to enter text. % |
| Total | 100% |

| Area | Percentage |
|--|------------------------------------|
| City of Capitola | Click or tap here to enter text. % |
| City of Santa Cruz | Click or tap here to enter text. % |
| City of Scotts Valley | Click or tap here to enter text. % |
| City of Watsonville | Click or tap here to enter text. % |
| Unincorporated Mid-County (e.g., Live Oak, Soquel, Aptos) | Click or tap here to enter text. % |
| Unincorporated North County (e.g. , Davenport) | Click or tap here to enter text. % |
| Unincorporated San Lorenzo Valley (e.g., Ben Lomond) | Click or tap here to enter text. % |
| Unincorporated South County (e.g., Freedom) | Click or tap here to enter text. % |
| Other: Click or tap here to enter text. | Click or tap here to enter text. % |
| Other: Click or tap here to enter text. | Click or tap here to enter text. % |
| Other: Click or tap here to enter text. | Click or tap here to enter text. % |
| Total | 100% |

13. Programs are required to submit unduplicated program participants and their demographic data annually **based solely on the CORE funding**. Describe how your

program will collect unduplicated participant data and their demographics from the CORE funding. (10 points; Character limit: 2000, includes spaces)

14. The county and city highlight the importance of providing support to individuals who are most impacted by systemic inequities such as racism and poverty. Of the anticipated total participants (i.e., people served by **CORE funding** only) in FY 2025-26, what percentage of participants are estimated to have a household income below the federal poverty level? (Please use the 2024 Federal Poverty Level Guidelines below.) (5 points)

| 2024 POVERTY GUIDELINES FOR THE 48 CONTIGUOUS STATES AND THE DISTRICT OF COLUMBIA | |
|---|-------------------|
| Persons in family/household | Poverty guideline |
| 1 | \$15,060 |
| 2 | \$20,440 |
| 3 | \$25,820 |
| 4 | \$31,200 |
| 5 | \$36,580 |
| 6 | \$41,960 |
| 7 | \$47,340 |
| 8 | \$52,720 |
| For families/households with more than 8 persons, add \$5,380 for each additional person. | |

Capacity to Provide Services

(This section is worth 20 points, see individual question totals)

15. If awarded CORE funding it will be expected for the program to meet the stated program activities and outcomes. Please explain how your agency will be ready to start the program on the contract start date of July 1, 2025. (10 points; Character limit: 2,000, includes spaces)
16. Describe the experience and qualifications of the individuals who will staff and oversee this program. If staff are not already in place to operate this program, describe how you intend to recruit and identify new staff. (10 points; Character limit: 2,000 includes spaces)

Program Budget

(This section is worth 10 points, see individual question totals)

17. Using the provided budget template, please list the Personnel, Non-Personnel, and Administrative Overhead costs of your program for each fiscal year funding. In addition,

for each cost, please include a narrative description describing the cost and how it supports the program. (10 points; use attached budget form)

Leveraging Funds

(This section worth 5 bonus points in Tiers 1 & 2 only, see individual question totals)

18. The CORE program encourages programs to use CORE funding along with in-kind or cash contributions outside of CORE to help their program grow, scale, or be augmented. This leveraging could include other funding sources, other receivables, technical assistance, donated services, and other resources that have a dollar value equivalent. If your program plans on using in-kind or cash contributions outside of CORE to implement your program and for the entire 3-year funding cycle, please complete the provided leveraging template. *This question is optional but will grant a program 5 bonus points.*