



—● **Help Me Grow RFP
Information Session 6/30/25**

Saadia Hamid & Hana Mohamed



King County

Best Starts for
KIDS



WELCOME BSK HMG TEAM INTRODUCTION

- Saadia Hamid
- Hana Mohamed
- Phillip Thompson



AGENDA

Overview of Best Start for Kids

Review key elements/ background and scope of work

Target Audience, eligibility, and priorities

Definitions and funding

RFP timeline and communication

RFP Attachments and Tips

Best Starts for Kids Resources

—● **LOGISTICS**
THIS
SESSION
WILL BE
RECORDED

How to ask questions:



Zoom: add your questions to the chat box.



Phone: we'll have space to come off mute for questions.



● VISION

Happy, Healthy, Safe and Thriving

We want to see babies born healthy, kids thrive, and young people grow up to be happy, healthy, successful adults.

—● MISSION

Best Starts for Kids
strengthens families and communities so that babies are born healthy, children thrive and establish a strong foundation for life, and young people grow into happy, healthy adults.





“
Equity is an
ardent journey
toward well-being
as defined by
the affected.

- CYAB Equity Statement

● PRINCIPLES



PROMOTION



PREVENTION



**EARLY
INTERVENTION**



**POLICY &
SYSTEMS
CHANGE**



Funding Basics for Best Starts 2.0

- 6-year property tax levy
- 19 cents per \$1,000 assessed value
- Average cost: \$114 for 600K home
- March 2021 projected revenue: \$879M

—● INVESTMENT AMOUNTS FOR 2.0 LEVY (2022 – 2027)



Child Care – ~\$200M

Capital Projects – up to \$50M

TA/ Capacity Building – ~\$10M

Homelessness Prevention - ~ \$22M

Investing Early (P-5) – 50% of remaining levy

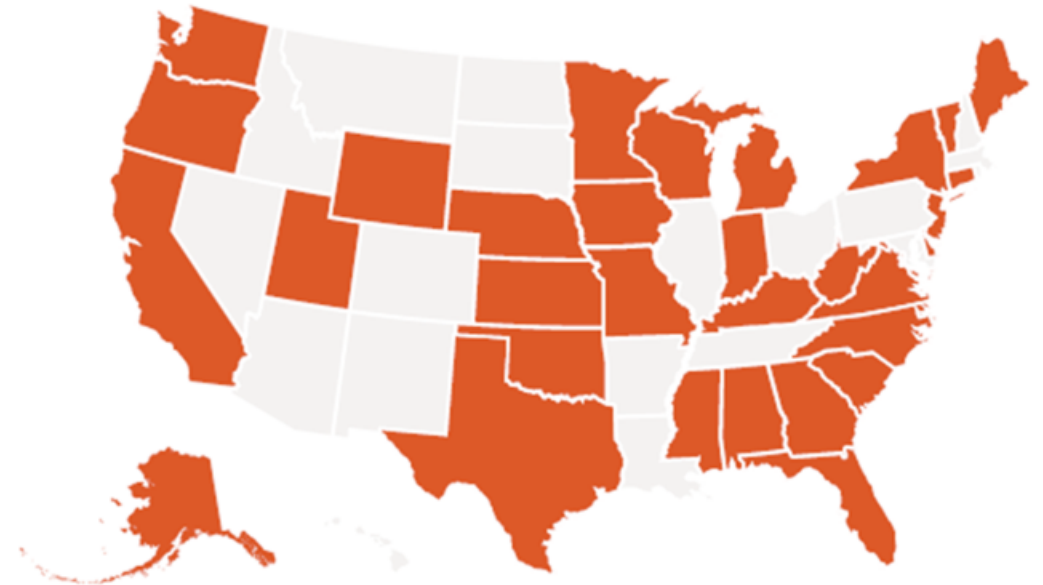
Sustaining the Gain (5-24) – 37% of remaining levy

Communities Matter – 8% of remaining levy

Data and Evaluation – 5% of remaining levy

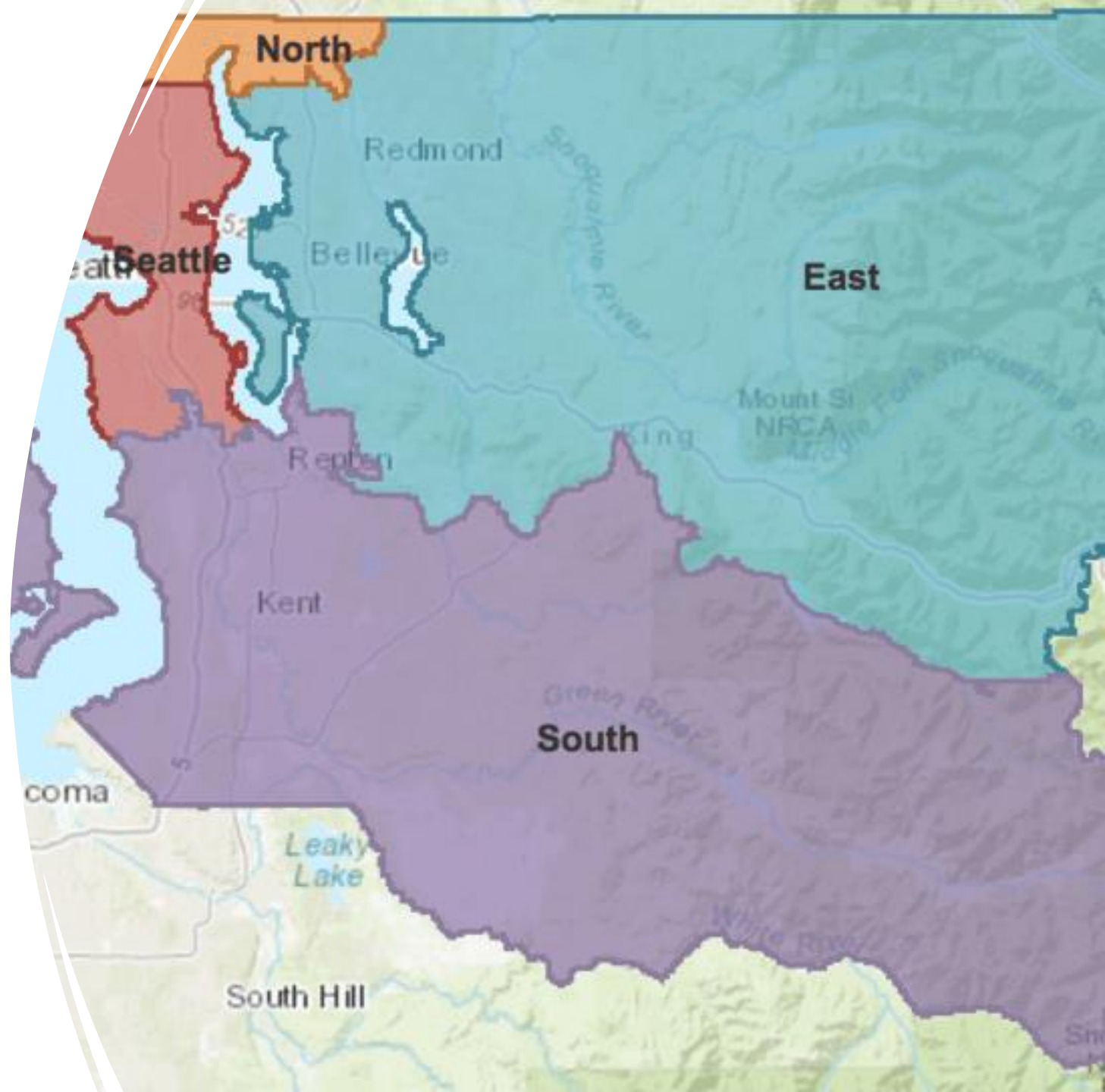
● THE NATIONAL HELP ME GROW AFFILIATE NETWORK

- **Washington is one of 31 states** developing or implementing Help Me Grow.
- Across the affiliate network there are single-system and multi-system states operating **104 systems**.
- WithinReach was **one of six state affiliates** that launched in 2010.
- King County is one of **4 sub-affiliates** to the state work



KING COUNTY WA

- HMGKC become Sub-affiliate 2019
- Community cafe, focus groups and information's collection about HMG.
- The need for **Warm connections** was at the top of the list of requests.



—● HELP ME GROW



Focused: on ensuring that babies are born healthy and are given a strong foundation for a happy, healthy life.

How: An adaptation of the HMG national system model, HMGKC supports families by connecting them to the resources they need – **when, where, and how they need them**. This strategy is rooted in the values of **self-determination**, strength, and resilience and is implemented in partnership with HMG Washington (HMGWA) and local community-based organizations.

—● HELP ME GROW



Help Me Grow King County

- **HMGKC** centers equity and community-driven solutions, **adapting the national model to reflect the diverse needs, cultures, and strengths** of families across King County.

This strategy is built upon four core components.

1. Family and Community Partnership
2. Coordinated Access
3. Service Providers and Professional Partners
4. Data Collection and Evaluation

HELP ME GROW: FOUR COMPONENTS

Family & Community Partnerships:

To co-create authentic relationships with families and communities to ensure King County families continue to define the HMG system.



Coordinated Access:

To establish a network of organizations that provide families and communities culturally and/or linguistically matched connections to services and resources.

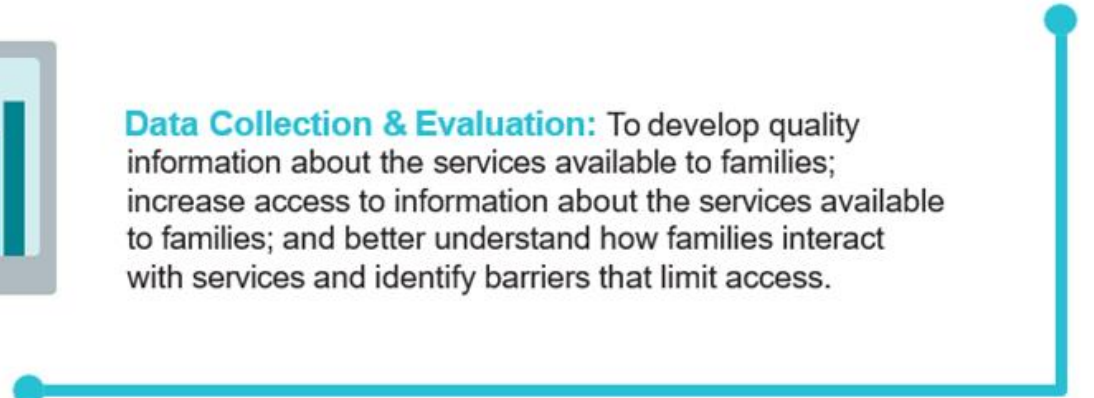


Service Provider & Professional Partnerships:

To establish collaborative relationships with early learning, health/mental health, social service providers and community health workers to strengthen coordination and ways people get information.



Data Collection & Evaluation: To develop quality information about the services available to families; increase access to information about the services available to families; and better understand how families interact with services and identify barriers that limit access.



FUNDING PRIORITIES

*RFP = REQUEST FOR
PROPOSAL

This RFP prioritizes organizations that serve expectant and current parents, caregivers of children **birth to five years old**, as well as families facing systemic barriers in accessing early childhood services.

Best Starts **prioritizes equity** by funding agencies that serve low-income families; BIPOC families; immigrant and refugee families; LGBTQIA+ families; families with disabilities; and families with foster children.

HMG RFP: PURPOSE

To ensure that families—**especially** those facing **systemic barriers**—**can access community-rooted and linguistically responsive support** for their children to thrive during the prenatal to five period.

HMGKC community partners provide **warm connections** to services and resources, ensuring that families receive direct support—not just referrals—to navigate systems effectively. This means **trusted community organizations walk alongside parents and caregivers to connect** them with what they need in a relational, culturally rooted, and accessible way.

This funding will support community-based organizations that are deeply connected to the families they serve in King County community.



HELP ME GROW: SCOPE OF WORK



Each funded Partner will **lead a team of HMGKC Connectors.**

Each partner will hire (if needed) or assign staff who will work directly with caregivers, parents, families, and community-based organizations to provide services. These staff should reflect the communities they serve, offering culturally and linguistically matched support.

We acknowledge that this can look different depending on the organization and respect community’s organizational programming structure.

Providing warm connections is the foundation for the Help Me Grow work. Any other elements applicants choose to include should be provided in addition to the warm connections they will provide.

Element	Required	Optional
Warm Connections	X	
Care Coordination		X
Developmental Promotion		X

PARTNER CHARACTERISTICS

Culturally Responsive

Relationship-based

Strengths-based and Inclusive

Community Centered

Ready to Implement

Family & Community Partnerships:

To co-create authentic relationships with families and communities to ensure King County families continue to define the HMG system.



Coordinated Access:

To establish a network of organizations that provide families and communities culturally and/or linguistically matched connections to services and resources.



Service Provider & Professional Partnerships:

To establish collaborative relationships with early learning, health/mental health, social service providers and community health workers to strengthen coordination and ways people get information.



Data Collection & Evaluation: To develop quality information about the services available to families; increase access to information about the services available to families; and better understand how families interact with services and identify barriers that limit access.

AWARDED PROVIDERS WILL PARTICIPATE IN...

Monthly
calls/meetings

HMG Design Group
(as needed)

Quarterly
collaboration meeting

HMGKC data reporting
system.

Program and fiscal site
visits

Resource
sharing/building,
connection, partnering
with programs



DEFINITIONS

RFP Term: HMGKC Connectors

- Trusted community members who work directly with families and organizations to provide warm connections to essential services. They offer culturally and linguistically matched, relationship-based support to ensure families receive the care they need.

RFP Term: Linguistically & Culturally Matched Supports

- Programs that are designed to be responsive to the cultural backgrounds, traditions, values, and needs of the communities they serve.

RFP Term: Culturally Rooted

- Practice of ensuring a service or program is founded upon the cultural norms, traditions, and values of a specific community.



DEFINITIONS (*CONTINUED*)

RFP Term: Warm Connections

- Link a parent or caregiver to a service or resource. Instead of providing a parent or caregiver a referral to pursue on their own, HMGKC Connectors pursue the service alongside the parent and/or caregiver.

RFP Term: Care Coordination

- One-on-one support for families, parents, and caregivers to assess strength and needs; to co-create detailed plans to address needs; conduct periodic check-ins; track progress; and when necessary, collaboratively adjust the plan.

RFP Term: Developmental Promotion

- A range of activities that educate families on the importance of early childhood growth and learning which empower parents to notice, address, and celebrate their child's attainment of milestones. May include providing information about developmental screenings, conducting developmental screenings, or connecting families to follow up services after screenings.

—● FUNDING SUMMARY

Funding available: **\$3,748,600**

Application due date: **July 18, 2025,
Noon**

Contract period: **2-year contract
January 1, 2026 – December 31, 2027**

Funding request limits: **maximum
\$650,000 for the two-year period**

TIMELINE

RFP Release	June 16, 2025
Information Session A. See Section C for more information.	June 26th, 2025 10:00 a.m. – 11:30 a.m.
Information Session B. See Section C for more information.	June 30th, 2025 2:00 p.m. – 3:30 p.m.
Final day to initiate a request for technical assistance	July 2, 2025,
Final day to submit questions via ZoomGrants	July 2, 2025,
Proposals due	July 18, 2025, by Noon
Review process	July 22nd - August 14th, 2025
Interviews with applicants (if applicable) <i>King County reserves the right to conduct interviews as needed to make award determinations.</i>	The week of August 18th - 22nd
Notification of selected and non-selected applicants	September 2025
Anticipated program/contract start date	January 1, 2026

HMG CONTRACTING TIMELINE

June 16th: RFP released

July 18th: RFP closes

July 22nd—August: Panel Review
and Recommendations

September: Award notifications

2025

December 31st: Close of BSK 2.0
levy (HMG contracts end)

2027

2026

January 1st: HMG Contracts start

RFP COMMUNICATION

- All RFP documents will be uploaded through ZoomGrants, as described in Section VI.
- **The RFP Lead is the sole point of contact for this procurement for applicants. All communication regarding the subject matter of this opportunity between the applicants and PHSKC upon release of this RFP must be through ZoomGrants or the RFP Lead, as follows:**

RFP Lead: Phillip Thompson
cpres-bsk@kingcounty.gov

OTHER DETAILS

Applicants can expect:

- **12 Questions to answer (Attachment B)**
 - Be sure to answer all parts of the question to receive full points.
 - Character limits of up to 4,000 characters for each answer
- **A Program Budget (Attachment C)**
- Video submissions are not accepted

If there is trouble with ZoomGrants, contact the RFP Lead, Phillip Thompson immediately for guidance. Late submission are not accepted.

email: cpres-bsk@kingcounty.gov

—● ATTACHMENTS LIBRARY

- A. Acceptance of Terms and Conditions**
(required submission in ZoomGrants)
- B. Application Information Request Narrative Questions
(resource)
- C. Unscored SAMPLE Budget Template**
(required submission in ZoomGrants)
- D. BSK Technical Assistance Consultants 2025 (resource)
- E. BSK Technical Assistance Consultants 2025—Spanish
version (resource)
- F. HMGKC Core Components (resource)
- G. HMGKC Coordinated Access (resource)

—● TIPS!

- Panelists are a diverse audience, often really respond to community voice.
- Recommend examples that showcase the work.
- Answer every part of every question.
- Can copy answers from overlapping questions with other RFX applications!
- Character limit on each Narrative Question is 4,000. Using all available characters is NOT required.
- **Don't leave submission until last moment—provide ample time for ZoomGrants troubleshooting.**

—● RFP RATING & REVIEW

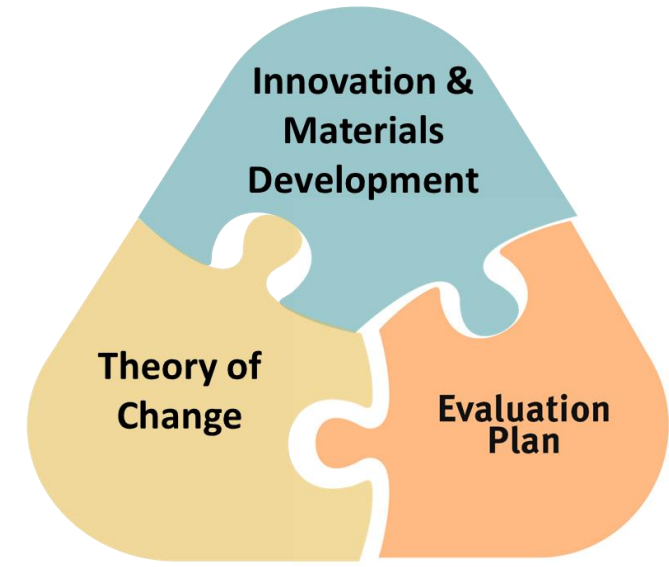
- Carefully review the rating criteria (Section VIII. Part 1, 2, and 3).
- The review panel will closely follow the scoring rubric (pages 13-14).
- All proposals submitted will go through a formal review process.
- The appeals process is outlined in the RFP.

BUDGET TIPS

- Applicants are encouraged to budget at true cost.
- If multiple individuals or orgs are applying as partnership, please detail in your budget
- You can budget depending on your structure.
- Be sure to read the instructions!!

P-5 INNOVATION SUPPORTS TEAM

- Develop Key Program Tools
 - Theory of Change
 - Evaluation Plan
 - Program Guide & Materials
- Individualized supports throughout early implementation



Can I get help with my application?

YES!



BSK provides free technical assistance (TA) to help organizations with their applications.

We want to eliminate barriers to applying for BSK funds.

TA consultants can:



- Help you assess the fit between your organization and the RFP

- Provide guidance on answering application questions

- Review your application, including editing and budget review

—● HOW TO CONNECT WITH TECHNICAL ASSISTANT

- Link to the BSK Blog post about TA:
<https://beststartsblog.com/2025/02/04/technical-assistance-support-continues-meet-our-consultants/>
- Link to our TA webpage:
<https://kingcounty.gov/en/dept/dchs/human-social-services/community-funded-initiatives/best-starts-for-kids/programs-opportunities/technical-assistance>

—● **ADDITIONAL RESOURCES**

- Next info session is, **June 30, 2:00 pm – 3:30 pm via zoom**
- Contact **Technical Assistance Providers** directly for support
- See the **glossary of terms** for a list of relevant definitions
- Please make sure your application is complete



—● QUESTIONS?



King County

Best Starts for
KIDS